

LIFE



RED CROSS GIRL

JULY 1, 1940 10 CENTS



THESE APPLES
TELL YOU A LOT ABOUT
YOUR COFFEE!

Remember this picture next time you buy coffee. Remember how luscious the fresh, whole apple looks, and how obvious it is that the cut apple has already lost much of its goodness and flavor.

Just the same way, the full flavor of coffee is sealed by Nature in the coffee bean. That's why A&P Coffee is sold in the whole bean and the flavor seal is not broken by grinding until the moment of purchase. That's why you will get such profound satisfaction from the rich, full-bodied flavor of A&P Coffee. And delicious flavor, after all, is what you want when you're buying coffee.

Today—buy A&P Coffee in the bean... have it ground right before your eyes, correctly for your coffee pot... treat your family and friends to coffee of magnificent flavor!

AT ALL A&P FOOD STORES



MAGNIFICENT FLAVOR—HOT OR ICED



YOU'RE BOUND TO PROFIT CHOOSING THIS WAY!

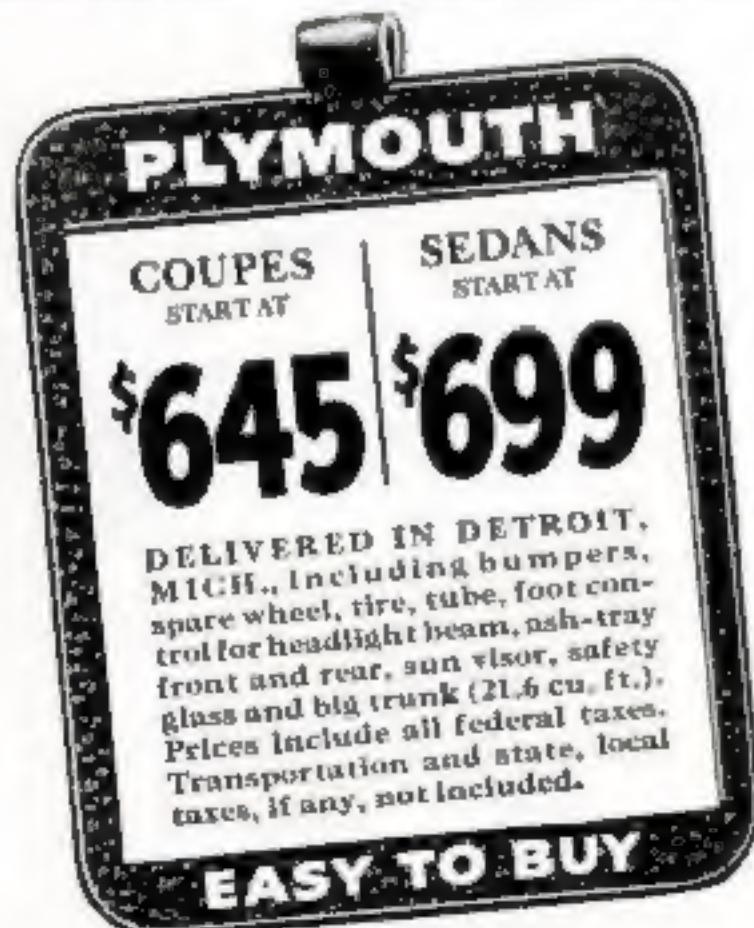
GET A BETTER CAR—BY JUDGING THIS "ONE-TWO" WAY:

1 See the 1940 Quality Chart. You'll discover how "All 3" low-priced cars compare in size, comfort, economy, and fundamental quality.

2 Take Plymouth's Luxury Ride. Learn how much more enjoyment you get in the low-priced car most like high-priced cars.

Of 22 Important Features found in High-Priced Cars—

Plymouth has 21...
Car "2" has 11...Car "3" has 8



1
SEE THE QUALITY CHART FOR FACTS



2

TAKE THE LUXURY RIDE FOR PROOF

ASK YOURSELF what you want in your new car. Of course you want the biggest, roomiest car your money will buy...the most fine-car features.

You'll see on the 1940 Quality Chart that Plymouth is the only one of "All 3" low-priced cars that gives you a majority of the 22 important quality features found in high-priced cars!

Only Plymouth gives you a 117-inch wheelbase...

the extra comfort of front coil springs on all models... a big, economical, Superfinished "L-head" engine.

This year, get the facts about car values...about economy...about features. See the Quality Chart at your Plymouth dealer's...then take the Luxury Ride! PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWES, C.B.S., THURSDAYS, 9 TO 10 P.M., E.D.S.T.
SEE THE NEW, LOW-PRICED 1940 PLYMOUTH COMMERCIAL CARS!

PLYMOUTH BUILDS GREAT CARS

Copyright material

How's your "Pep Appeal"?

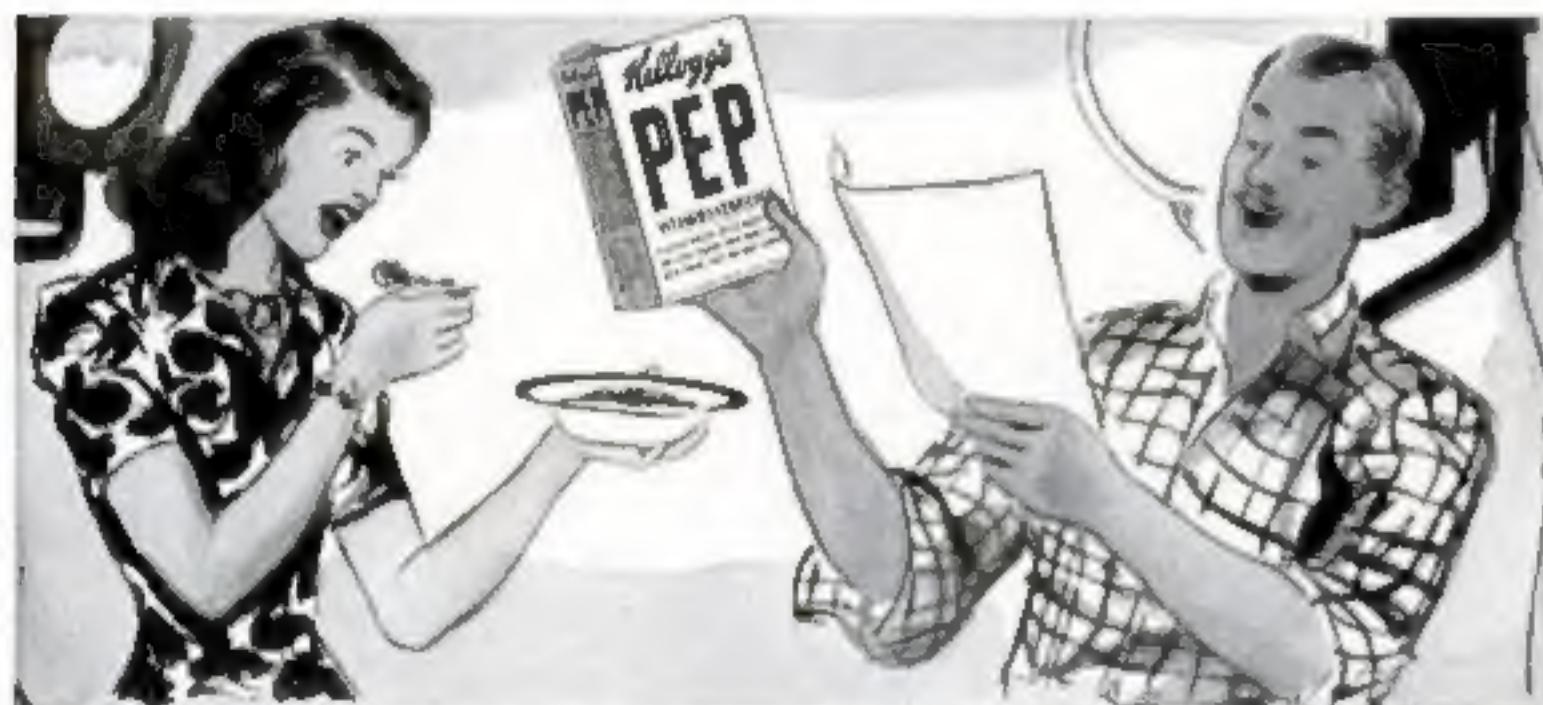
—by Bundy



The photographer: Say! You'll never do for a PEP ad. Where's that old "oomph"? You know—that pep appeal!



The photographer: There! There! It's nothing personal. Maybe you just haven't been feeling right lately. And—that reminds me. Why don't we try a little KELLOGG'S PEP?



The photographer: It says in the ad here: "None of us can have pep unless we get all our vitamins. And right in this crisp nut-sweet cereal—KELLOGG'S PEP—are extra-rich sources of two of the most important vitamins, B, and D."

The model: Wait a minute! This is the most delicious cereal I ever tasted.



The model: If getting started on vitamins can be this much fun, just watch me become the "pep appeal" girl of 1940!

The photographer: Hold it, baby, hold it! There's a picture that will really tell America what we want to say.

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

LETTERS TO THE EDITORS

\$2 for Defense

Sirs:

My name is Colleen Wright. I have sent a money order of \$2 to the President for the defense of the U. S. I have saved this money by walking to and from school. I have also done without lunches. I was saving this money for Father's Day, but I thought it was more important to contribute to this cause and so save many an American father so that their children can have them on Father's Day.

COLLEEN WRIGHT

Brooklyn, N. Y.

Mathematical Prophecies

Sirs:

It may prove interesting to your readers to tie up Hitler's career with certain prophecies in the Book of Revelation. I quote the 18th verse of the 13th chapter: "Here is wisdom. Let him that hath understanding count the number of the beast; for it is the number of a man, and his number is six hundred threescore and six."

By using an old cipher in which A is 100, B is 101, C is 102, etc., we find only one man whose name is 666:

H	107
I	108
T	119
L	111
E	104
R	117
	<hr/>
	666

DOROTHY SUTER FRITZ

Youngstown, Ohio

Sirs:

I have something here that may interest you. To me it is quite a coincidence.

Mussolini	Stalin	Hitler	FDR
Born.....	1883	1879	1889
Came to Power....	1922	1924	1933
Yrs. in Power	18	18	7
Age.....	57	61	51
	<hr/>	<hr/>	<hr/>
3880 divided by 2 = 1940	3880	3880	3880

MURRAY L. MAYEUX

Marksville, La.

• It's really not much of a coincidence. LIFE's readers should be able to figure out why the formula will work for anybody.—ED.

Mussolini and Machiavelli

Sirs:

Mussolini eventually will pay dearly for worshiping at the graven image of Machiavelli, whose likeness holds a prominent place in Il Duce's study at the Palazzo Venezia. The chief of the Italian Government might better have listened to what the great Garibaldi had to say: "If ever England should be so circumscribed as to require the help of an ally, curse be that Italian who would not step forward in her defense."

Added to the curse of one who did so much to weld Italy into a modern united nation is the everlasting scorn and hate of the entire English-speaking world and France for the cold-blooded deed of plunging a stiletto into the loins of its Latin neighbor at the most critical moment in that neighbor's history as it valiantly battled for its very life and all that it held dear and decent in the world.

B. L. HUGHES
Ithaca, N. Y.

Mussolini and National Guard

Sirs:

Premier Mussolini's opinion of the U. S. Army, Navy and National Guard is that it is composed of mercenaries and playboys.

I believe he has underestimated us to a large extent. It's true we love to have a good time, but we earn that right by being born in a free country. We do not live in constant fear of being shot in the back or attacked from behind.

But, should any nation or nations decide to jeopardize this freedom, I feel

confident in saying we would fight to the last man to preserve this freedom.

The U. S. and its people have never made a practice of sticking their nose in other people's affairs, neither have they been professional flag wavers or soap-box orators, but we stand firmly on both feet for what we think is right and just.

That is the type of men that constitutes the U. S. National Guard, of which I am proud to be an associate. So to Mr. Mussolini I would say, not as a warning, but just good sound advice, think twice before sticking your neck out.

FRANK C. RENO JR.

Houston, Tex.

Little King Emmanuel

Sirs:

Victor Emmanuel's statement, "While I am head of the House of Savoy, Italy will not take up arms against France," seems to have carried as much weight as



THE LITTLE KING

the voice of a "diminutive, pathetic marionette flung about by a move of the great Mussolini's fingers" (LIFE, May 27).

The Little King has indeed lived up to his stature.

VIOLET SALMON

Phoenix, Ariz.

No Rifles for Mothers

Sirs:

In LIFE of June 10 you printed a picture of six women, stating "The National Legion of Mothers of America began arming to pot parachutists."

Arming with rifles is definitely not the purpose of the National Legion of Mothers of America. Our national president, the world-famous author Kathleen Norris, denied such intention on June 1. Mrs. Norris stated: "Centuries of war have proved to us that violence does not end violence and by turning ourselves into a rifle corps we would defeat our whole purpose."

In justice to the 90% of our membership (and we have 2,000,000 members) who are women of calm judgment and common sense, please print this letter.

LUCILLE MILLIKIN

Beverly Hills, Calif.

• LIFE reported the statements of Mrs. Edna L. Johnston, acting regional director of the New York and New Jersey division of the National Legion of Mothers, who said that a women's rifle corps would be set up in every State within two months. Kathleen Norris, president of the Legion, later denied any such plans. Said she, "Heroic Mrs. Johnston's enthusiasm carried her to these warlike flights of fancy . . ."—ED.

Barbaric Dutch

Sirs:

I read with interest the letter written by Queen Wilhelmina of Holland in the June 3 issue of LIFE.

While the plea and courage of the Dutch people expressed by the Queen is accepted by millions of American people

(Continued on page 4)

Do you see Johnny, aged 7?
No! I see a Man who is starting at Dartmouth!

Will he get on in his Life at College?
Yes! He has a Smile that takes Him Everywhere.

Why is his Smile so Attractive?
For one thing he has always used Ipana and Massage.



Why take chances with "Pink Tooth Brush"? Help your gums to become firmer, healthier, your smile brighter...with Ipana and Massage.

LET DAD rule the family finances...let Mom be the "law" in running the house...but it's often wise to listen to the youngsters when it comes to dental care!

For today, thousands of children are taught in school a lesson that many an adult still has to learn...the importance of gum massage to healthy gums, sparkling teeth.

They know that many of today's foods are too soft to require vigorous chewing. And our gums—deprived of needed exercise—often tend to become weak and flabby. Then all too frequently comes that warning tinge of "pink."

Never ignore "Pink Tooth Brush"

Yes—the minute you see "pink" on your brush...see your dentist! "Pink tooth brush" may not mean serious trouble...but it's a warning you should never ignore.

Your dentist, very likely, will simply tell you that your

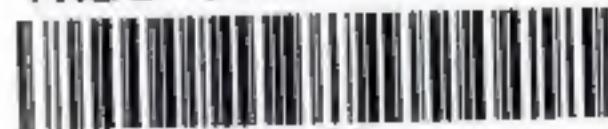
gums have grown lazy, need exercise and invigoration. And he, like so many dentists these days, may suggest "the healthful stimulation of Ipana and massage"!

For Ipana not only cleans teeth thoroughly but, with massage, it is specially designed to aid your gums...help them to become healthier and stronger! Each time you brush your teeth, massage a little extra Ipana onto your gums. That invigorating "tang"—exclusive with Ipana and massage—is evidence that you are stimulating your gums—aiding them to become firmer and healthier!

So get a tube of economical Ipana today. And start now to let Ipana and massage help you to firmer gums, brighter teeth, a more radiant smile!

Ipana Tooth Paste

This One



ETX9-WSA-WOJJ



Full speed ahead with COOL SHAVES for Hot and Harried Chins!



MEN! Here's a shave as cool and refreshing as ocean spray—as zippy as a spin in a speedster—as soothing as a soft sea breeze!

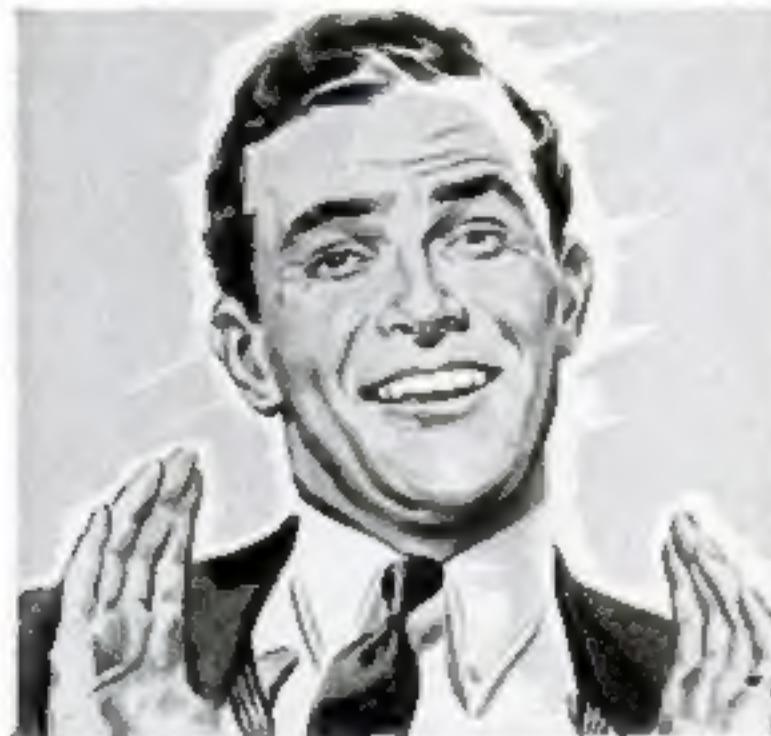
Ahoi, Mates! Set your course for Ingram's!—the luxury cream that's really different! It's cool, deliberately planned COOL, to help condition your face for shaving. And how it takes the fight out of those tough and troublesome bristles!

Your razor slips through those Ingram's-wilted whiskers in jiffy-time—giving you a quicker, cleaner, closer shave! And all the time that rich Ingram's lather is cooling and soothing your face with its own special kind of Coolness!

AVAST, MEN! Overboard with those hot, stinging shaves that leave your face "scraped" and irritated!

Tie-up to Ingram's now! You'll get smoother, easier shaves—you'll look more attractive—and your face will feel a sea-breeze freshness that lasts for hours. No lotions needed.

So, set sail for your favorite drug store right away. And ask for Ingram's—in tube or jar. Choose whichever your fancy favors! Both give you the same cooling, soothing, economical cream. Both give you the same long-lasting shave—the shave that's friendly to your face.



INGRAM'S SHAVING CREAM

IN TUBE OR JAR

LETTERS TO THE EDITORS (continued)

with soft and understanding hearts, to the millions of American Negroes it is merely the deceitful bickering of a nation that could reap no other reward.

The Dutch in their heyday took thousands of Negroes from their native Africa and sold them all over the world into a brutal and degrading slavery. They did not think of barbarism then because they were "dishing it out," but today when Germany gives her a taste of her own barbaric medicine, then the Dutch are a poor, humble, peace-loving set of human beings who are being mistreated.

No, they are not being mistreated—they are just reaping the harvest they sowed centuries ago when they started one of the most extensive slave trades that ever existed.

GLADYS FREEMAN
Rock Springs, Wyo.

Mountain Funeral

Sirs:

Since LIFE was first published I have bought nearly every copy, which I keep for reference. In all the issues that I have I think the most impressive story was in the issue of June 10, 1940 entitled "LIFE Goes to a Mountain Funeral." I have read this story in pictures of a Tennessee funeral several times since I purchased my copy Friday. Perhaps the fact that I recently lost my own mother made the story more impressive to me.

GEORGE B. LORD
Bridgton, Maine

Sirs:

Of the many "Journeys" LIFE has made since I became a charter subscriber, none has struck a more responsive chord in my memory than "Life Goes to a Mountain Funeral."

Reared in a Friends' community, it was my privilege to visit the old Hicksite Cemetery—after many, many years—and there to witness friends and neighbors bury an aged and respected resident. The solemnity of the occasion made a deep impression and brought to my mind the funerals I had attended in the old Meeting House when a boy.

LIFE, you are doing a real service in presenting life as it really is to your subscribers.

FREEMAN P. TAYLOR
St. Petersburg, Fla.

• Not all LIFE's readers liked the story. The Nashville Banner, in particular, called it calloused and morbid.—ED.

The Ramparts We Watch

Sirs:

I am a student member of the R. O. T. C. at the University of Vermont and naturally am interested in U. S. ramparts.

Sometime ago at home I read that the MARCH OF TIME was planning to release a film called *The Ramparts We Watch*.

I realize that a great many people object to war pictures but the MARCH OF TIME is so well known for its accuracy, thoroughness and sincerity that I know that most people will appreciate its honest opinion.

Has this picture been released yet and if so where can we see it?

FRANKLIN FOWLER
Burlington, Vt.

• The film is now finished. For first announcement of it, see page 94.—ED.

Fifth Column

Sirs:

You did indeed contribute a most worthy article on the Fifth Column activities in Mexico (LIFE, June 10). LIFE has shown to freedom-loving Americans the dangers that now exist in our Western Hemisphere. May we rise up and heed LIFE's call before we find Hitler knocking at our back door.

(continued on p. 6)

Best in
every
way



MIFFLIN
ISOPROPYL ALCOHOL
RUBBING COMPOUND

• AT DRUG, DEPARTMENT
AND 5¢ AND 10¢ STORES

5¢

When you're tired...
**DELICIOUS —
INVIGORATING**



IT'S BAD DRIVING MISTER...
BETTER LOOK OUT FOR
SKIDS!

SKIDS? IT'S
BLOW-OUTS I'M WORRIED
ABOUT...THEY'RE MUCH MORE
DANGEROUS



BOTH ARE DANGEROUS!

Get this New Goodrich Tire that protects
you against Both Skids and Blow-outs

Which are worse? Skids or blow-outs? There are two sides to that argument, of course. But when you realize that *both* skids and blow-outs kill or injure thousands every year—why argue? There's no time to lose in getting the greatest protection offered against these two hazards—the new Goodrich Safety Silvertown Tire with the Life-Saver Tread and famous Golden Ply.

Sweeps Wet Roads Dry

Sweep! Sweep! That's the kind of action that gets a wet surface dry. Goodrich engineers borrowed the sweeping action of windshield wiper blades and put it into the tread of this new Silvertown—row upon row of never-ending spiral bars that whirl smoothly across the pavement. They sweep the water right and left—force it out through the deep drainage grooves—leave a *dry* track. In fact, that track is so dry that you can light a match on it—so dry that you get the quickest non-skid stops you've ever had!

Do you know how hot the inside of your tires gets at today's high speeds? Hot as boiling water! Unless this internal,

blowout-causing heat is resisted—sooner or later your tire goes BANG!—and where your car will land nobody knows. But now—to resist this internal heat—to give you maximum protection against high-speed blow-outs—every Goodrich Silvertown has the new improved Golden Ply that is saving lives every day and may save yours, too.

You Can Pay As You Ride

For safety's sake, ride on Goodrich Safety Silvertowns. You can pay cash, of course, but if you prefer, you can use the liberal Budget Plan available at Goodrich Silvertown Stores and many Goodrich Dealers—and *pay as you ride*.

* * *

YOUR LICENSE PLATE in miniature on a key chain—for only 10¢! Drive in to your nearest Goodrich Dealer or Goodrich Silvertown Store and ask them to get one for you. No obligation. Only 10 cents to cover cost of handling.



LIFE-SAVER TREAD SKID PROTECTION
GOLDEN PLY BLOW-OUT PROTECTION

The new Goodrich SAFETY Silvertown

DON'T MISS JIMMIE LYNCH'S DEATH DODGERS AT THE GOODRICH ARENA . . . N. Y. WORLD'S FAIR

**"Every one know what
this means?"**

Guarantee

OUR GUARANTEE

When your new car is financed anywhere in the United States through any office offering Commercial Credit service, you will pay no more than you should and get everything that you pay for.

NEW CAR FINANCING
Net more than
\$6.00
A YEAR PER HUNDRED DOLLARS
BASED ON ORIGINAL UNPAID
BALANCE PLUS
INSURANCE

GUARANTEE . . . a big word for third-graders.

And a word that should mean a lot to you, if you intend to buy a new car on a monthly payment plan.

The Commercial Credit Plan is the one and only finance plan offering this guarantee to new-car buyers from coast to coast:

"No 'packs' or hidden charges in the financing cost; full value in insurance coverage for every dollar you pay."

Here is genuine protection for you. You know that you will not be overcharged for your new car financing. You know that the dealer who arranges Commercial Credit Plan financing for you is cooperating for your security.

Ask for the Commercial Credit Plan—the finance plan that's guaranteed. It is available through any new car dealer.

This table shows application of guaranteed new car or truck rate to various amounts, both as to finance charge and amount of monthly payments. Larger or smaller amounts, shorter or longer terms, take proportionate rates.

AMOUNT* TO BE FINANCED	FOR 12 MOS.		FOR 18 MOS.	
	Finance Charge	Monthly Payment	Finance Charge	Monthly Payment
\$300	\$18.00	\$26.50	\$27.00	\$18.16
350	21.00	30.91	31.50	21.19
400	24.00	35.33	36.00	24.22
450	27.00	39.75	40.50	27.25
500	30.00	44.16	45.00	30.27
550	33.00	48.58	49.50	33.30
600	36.00	53.00	54.00	36.33

* NOTE: You take the cash delivered price of car plus insurance cost and documentary fee or tax, if any. (Your dealer will supply these figures.) Then take off the amount of your down payment or trade-in allowance. The result is the amount to be financed.



TUNE IN! Hear latest news by Bob Trout over Columbia Network. See your local paper for time.

Commercial Credit Company

CAPITAL AND SURPLUS MORE THAN \$60,000,000

To know exactly what it would cost to finance any make of new car, **MAIL THIS COUPON!**

Commercial Credit Company, Baltimore, Md.
Send free copy of New Car Payment Chart
for (make) _____ (model) _____

Name _____
Street _____
City _____ County _____ State _____

★
NO SALESMAN
WILL CALL

LETTERS TO THE EDITORS

(continued)

Hail LIFE and may it continue its glorious services on behalf of the U. S.
J. C. GREEN JR.
Thomasville, N. C.

State Birds

Sirs:

Noted with interest in the June 17 issue the pictures of State birds. Also that Massachusetts and Connecticut alone are without State birds. May I



STATE BIRDS?

suggest the stork, since in a recent issue of LIFE it was pointed out that these two states alone had failed to take adequate steps to legalize birth control.

L. MORGAN PORTER
Manchester, Conn.

Union Now

Sirs:

The U. S. is at war! I know this to be a fact because I was at the University of Virginia on June 10, 1940 when President Roosevelt pledged the material support of this country to the "opponents of force." That means we are against Germany, Italy, Japan and perhaps Russia. The President also said: "We will harness . . . those resources in order that we ourselves . . . may have equipment and training equal to the task of any emergency and every defense." This offensive, and defensive, declaration of war against the nations just named was ratified by the people of the U. S., through the press of the nation, in less than 24 hours after it was made by the President.

Now that we know the direction in which we are headed our next move is to follow the proposal given to the world some months ago in Clarence Streit's *Union Now*. Continental Europe is lost to the "opponents of force" for the time being, and the British Isles are no longer safe. Where else could the "opponents of force" reorganize with any degree of safety except in the U. S.?

I propose that representatives from all the conquered nations, Czechoslovakia, Poland, Finland, Norway, Denmark, Holland, Belgium, Luxembourg, France, Ethiopia, Albania, China and from all other nations yet unconquered from without, many of whose days are numbered, meet here in the U. S. and form their Union NOW! I propose that a world capital be set up for this purpose, preferably somewhere near the geographical center of this country, which by the way is about equi-distant from the two war-torn worlds—western Europe and eastern Asia.

With the above suggestions as a starting point all the physical, mental and spiritual resources of these small nations, along with those of the United Kingdom and the U. S., could be pooled in a policy of war along a line that would assure eventual victory. Then, after victory, a just peace could be set up that really would mean for all mankind everywhere, UNION NOW!

ELLISON LOTH
Waynesboro, Va.

SALE

75¢
value
ALL 3 FOR
49¢
LISTERINE
TOOTH PASTE

HEADACHES DON'T BOTHER ME!

"I've Joined the Snap Back Club!"

Here's the speedy HEADACHE RELIEF you've always wanted! STANBACK also relieves nerve strain due to headache! Try STANBACK, not only for headache but neuralgia and muscular aches as well! 10c & 25c at drug stores.

For trial package, send 10c coin or stamps to Dept. 2, Stanback Co., Ltd., Salisbury, N. C., U. S. A.

MILLIONS
USED
YEARLY!

Snap Back With STANBACK

STANBACK HEADACHE POWDER

Follow package directions. For frequent headaches, see a doctor.

STANBACK COMPANY LTD.

You wouldn't fly in this 1908 Airplane



But do you use a
SAFETY RAZOR
INVENTED BEFORE
1900?

The first successful safety razors came on the scene about 1900—40 years ago. Since that time, few really important advancements were made in razor design until the invention of the Schick magazine-type razor. Improvements in that product resulted in the Schick Injector Razor. Already, over 5,000,000 men have switched to this razor.

**THE SCHICK INJECTOR RAZOR
CONTAINS THE GREATEST
IMPROVEMENTS IN SAFETY
RAZOR DESIGN IN MORE
THAN 35 YEARS.**



1. Blade Corner Guards... among the most important contributions to safer shaving are Schick Injector's corner guards which shield your face against nicks and scratches from sharp blade corners.



3. Oil-Sealed Blades... Schick Blades are sealed in this metal Injector cartridge in a bath of oil. Keen edges suspended in space. Nothing can rub or dull them. You buy blades 20 or 12 at a time.



**THE
"POPULARITY"
KIT \$1.00**
**COMPLETE
WITH 12
BLADES**

20-year razor guarantee stamped in bottom of every Kit. Magazine Repeating Razor Co., Bridgeport, Conn. and Niagara Falls, Ont.

SCHICK INJECTOR RAZOR

FROM LIFE'S CORRESPONDENTS

Roosevelt on U. S. Youth
Washington, D. C.

Sirs:

A prime story of the week in war-jittery Washington is the recognition that prospective American soldiers are in no shape to fight Hitler's tough, unpampered blitzkriegers. The New Dealers have come around to the Dorothy Thompson view that Americans—particularly Americans of fighting age—are a swarm of softies.

Nobody seems to know just where the idea got started within the Inner Circle. Tommy Corcoran was telling his pals a couple of months ago that "Americans would have done well to start disciplining their kids about 17 years ago. You know—make 'em hang up their clothes." Harry Hopkins is sold on the disciplinary theory. Archibald MacLeish has reflected sadly on America's moral and physical preparation for war. And a mysterious Nebraska-born businessman, recently returned after many years in Germany, has filled the Presidential ear with stories of Hitler's stern but demonstrably effective training methods.

Mr. Roosevelt's experience while speaking on the White House lawn last winter, during which he was impolitely booted by some fellow-traveling members of the American Youth Congress, lifted his dander higher than most people realized. Also, he is concerned with the semifinal figures on the Army's dismal recruiting drive (though the Army officially passes them off as planned that way). The figures show that the Army has been able in six weeks to recruit less than 9,000 additional U. S. soldiers, including just 364 of New York City's 7,000,000 inhabitants. As one of the more frank officers puts it, American youth's attitude is "Aw, nuts," not "Over the top!"

This week's press conference at which Mr. Roosevelt outlined his plan for 18- or 20-year-olds to spend a year working for the Government was a lulu. The Buffalo Evening News' white-haired Jim Wright, who knows when a story is ripe, popped the question about compulsory military training, quoting Mr. Roosevelt's recent remark to the effect that he liked the idea as expressed in a New York Times editorial. Cautiously, the President said he supposed he shouldn't have spoken so fast, shouldn't have said "military." He didn't mean that everybody should be trained as an infantryman, a machine gunner or a flier. For every combat soldier you must have at least one more behind the lines—people on the line of supply. Military training, perhaps he had meant, but not combat training. Also necessary, he said, is the training of non-uniformed young people behind the lines to work in clothing factories, airplane factories and so forth. A fourth class, perhaps, would maintain certain necessary conservation, so that war wouldn't wreck future economies of a nation.

We are undoubtedly coming to some form of government service, point-blank the President. Government service for everyone in each class, he said.

(continued on next page)

Experience at the Aquacade...

"Even when I'm not swimming, 'Vaseline' Hair Tonic is part of my daily routine. I've found it helps keep my scalp healthy as it keeps my hair well-groomed. . . ."

"Buster" Crabbe



*If Buster Crabbe can
do it—you can too!*

TO keep the summer sun and outdoor sports from making your hair lifeless, wiry and hard to manage . . . do as Buster Crabbe does . . . use 'Vaseline' Hair Tonic.

Even though this star of Billy Rose's Aquacade at the New York World's Fair spends several hours a day in the water and under the broiling sun . . . he keeps his hair in the pink of condition, always looking its very best.

You can do the same. With 'Vaseline' Hair Tonic, you can give your hair the sun-and-water protection it needs. For it actually supplements the precious oils of your scalp, as it keeps your hair handsome, lustrous and well-groomed. Buy a bottle of 'Vaseline' Hair Tonic today . . . and just see what a difference it makes!



40c
and
70c

EVERY DAY—
shake on a few
drops when
you comb your
hair.

EVERY WEEK—before shampooing give
your scalp a generous 'Vaseline' Hair Tonic
massage for extra protection against dryness.

'Vaseline' Hair Tonic is the OFFICIAL hair
preparation of both World's Fair Aquacades.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copy. 1940, Chesebrough Mfg. Co., Conn.

"You Look Lovelier Every Day"



Use Pepsodent with Irium to Remove Ugly Surface-Stains that Discolor Teeth!

Official dental opinion, backed by 47,000 dentists, declares Pepsodent to be Safe, Effective and Truthfully Advertised . . . It removes Surface-Stains that make teeth look dull, dingy.

If you want to see the true beauty of your teeth, remove ugly surface-stains that glue themselves to naturally sparkling surfaces. But if you want to be sure that you remove Surface-Stains quickly, effectively, safely, switch to Pepsodent.

Here's why! Only Pepsodent, of all tooth pastes and tooth powders, contains Irium, known to dentists as Purified Alkyl Sulfate. Irium is the Plus that enables Pepsodent to do a better job. And you can be sure of it! Because when you see the Seal of Acceptance of the American Dental Association on Pepsodent's advertisements, it means that 47,000 dentists stand back of the opinion Pepsodent is Safe, Effective, Truthfully Advertised. That's why you can trust Pepsodent with Irium completely.

Switch to Pepsodent with Irium today. See how much brighter your teeth will look when Surface-Stains are gone.



This Seal is Proof
PEPSODENT is



✓Safe ✓Effective
✓Truthfully Advertised

FROM LIFE'S CORRESPONDENTS (continued)

To illustrate his point, Mr. Roosevelt relapsed into one of his remembering spells—and he has the most colossal memory in Washington. An unidentified man who had recently made an automobile trip through the Midwest had been talking to youth. They were all patriotic but they had a lot of queer ideas; they thought they knew more about problems than their elders. "isms" was what Mr. Roosevelt called youth's ideas on those problems. The President's motorist had found fewer "isms" among the CCC boys than anywhere else. The CCC boys know what discipline is.

Then the President really got sarcastic about youth. He pointed out that the non-“ism”-infested CCC boys had to learn to think about somebody else beside themselves. They learned, he added, that they couldn't make a mess without cleaning it up. After a few weeks they learned to live with their fellows. Each learned to think about the other 99 who had to live with him.

The Roosevelt grin was resumed as he said that it would be a good thing, in fact, if everybody in the room (200 reporters, himself, Stenographer Henry Kanee, Secretary Steve Early) could be put in a CCC camp together. If it's true of us older fellows, he reasoned, it's certainly true of the 18- or 20-year-old boys.

Columnist Ray Clapper wanted to know about the 18- or 20-year-old girls. That was being studied, said the President. One of the troubles was finding enough for girls to do. Everybody laughed. The President rose to it quickly. This is a big country, he said. He would put 25 miles between boys' camps and girls' camps.

As always in Washington, various observers began looking for the political angle. Would this make an issue for the Republicans, who have long shouted about New Deal regimentation? Or, having accused Mr. Roosevelt of coddling youth, among other groups, could they rant about a plan that distinctly does not coddle? Of two things they could be sure: 1) the President is fed up with unrestrained youth, 2) there's a good chance this war will be brought home to a lot of people who haven't heretofore thought much about it.

ROBERT SHERROD

Secret Weapon

London (by cable)
The London press suggests that the recent "fog" in northern France and the southeast coast of England may have been caused by the smoke screens set adrift by the Germans to cover their operations along the battle-front. In Paris an acrid-smelling smoke poured in from the north. In London it was so dark that we switched on the lights at noon—nine hours earlier than usual.

In Britain the "fog" or smoke was at first believed to be caused by burning oil in Flanders, but Bernard Holman, gas expert in France during the last war, provides this scientific explanation: "I've examined these specks very carefully . . . their distribution is thickest towards the top and fairly evenly spaced. This suggests

The Recording Disc...
that upset a tradition
WILCOX-GAY ENGINEERS
DISCOVERED A WAY
Recording instruments — and
recording discs — were im-
practical for home use.
Wilcox-Gay engineers took
this problem in stride. Today,
most families can afford a
recording radio (RECORDIO)
with its low-cost discs. You
would pay as much for a
radio as you now pay for
RECORDIO with radio, phono-
graph and recorder. Recording
discs now cost pennies — not
dollars.
A "twin-triumph" for Wilcox-
Gay engineers and a "triple-
treat" for YOU.
Buy Wilcox-Gay genuine
Recordio discs, with
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WILCOX-GAY
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Charlotte, Michigan

Travel CAREFREE



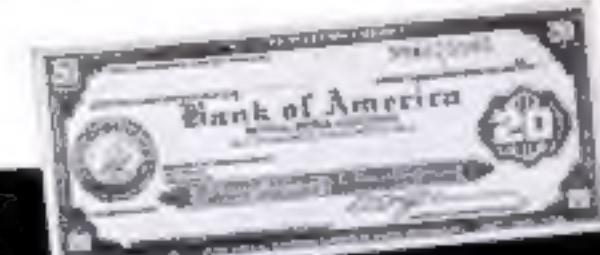
carry

BANK of AMERICA

TRAVELERS

CHEQUES

SEE THE
GOLDEN GATE INTERNATIONAL EXPOSITION
ON MAGICAL
TREASURE ISLAND IN SAN FRANCISCO BAY
THIS SUMMER KEEP COOL IN CALIFORNIA!



Backed by the resources
of a billion dollar bank

Issued by Bank of America N.T. & S.A.
495 branches in California
Main Offices: San Francisco and Los Angeles
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

FROM LIFE'S CORRESPONDENTS

(continued)

that the particles were electrically charged, in what is known as an aerosol. . . . They could not have been dropped by airplanes. They won't settle unless they strike a solid object.

. . . It is known that the Kaiser Wilhelm Institute, near Berlin, has been concentrating on this subject for the last three years. . . . I thought I detected a slight smell, something like incense, from the spots. The whole thing might be a Nazi experiment for paving the way for a much stronger attack."

WALTER GRAEBNER

"Battle of The Siegfried Line"

Buenos Aires

Recent Fifth Column disturbances here have brought the nation's executive authority and the populace cracking down on the Nazis.

Jumbo firecrackers exploded in a movie theater over its showing propaganda documentary films furnished free to the management by the German Embassy, which paid for the theater's advertising and guaranteed nightly purchase of 400 seats. Shortly afterward Argentine youths nearly wrecked another cinema, the Renacimiento, which had been featuring *The Siegfried Line*—also furnished by the German Embassy. The riot is being referred to here as the "Battle of the Siegfried Line."

Nazi circles got wind that something unusual was about to occur at the Renacimiento. Consequently they packed the house with some 200 of their toughest thugs. But it turned out that they were not so tough as they thought.

What they ignored was that Argentine youth—formerly mildly pro-German but never pro-Nazi—had a sudden change of heart and ideas in the past fortnight. It has been silently and effectively organizing itself into compact, patriotic groups to combat Fifth Columnists. More than a hundred such youths "happened" to be in the Renacimiento that night. All were young athletes and excellent boxers of good *criollo* (native) families of high standing in society and Government circles.

When, at one point in the showing of *The Siegfried Line*, the Nazis began shouting "Hed Hitler!" the Argentine boys answered "Viva Argentina Libre! Abajo Hitler! (Down with Hitler) Abajo los traidores Nazis!" Somebody began throwing firecrackers in the darkened house. Cries, insults, women's screams. The lights went on and a veritable battle began.

The fast-working Argentine youths busily picked out Germans, took aim and landed powerful haymakers. The sight of these Germans crumpling into their seats was actually funny.

Finally Colonel Benjamin Gonzales, vice-chief of police, arrived with armed reinforcements and packed a score of combatants off to the calaboose. Names of the Argentine boys detained read like a list of the Social Register and high Army and Navy rosters combined. The boys were finally severely reprimanded and let go. At the same time Colonel Gonzales impounded *The Siegfried Line*.

VINCENT DE PASCAL



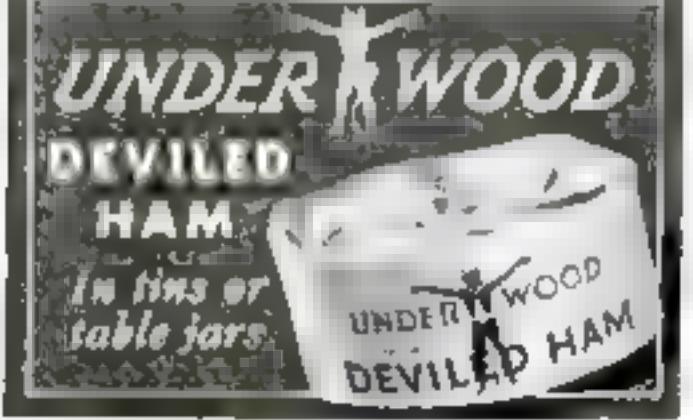
STEW What was she to do? Jerry's new partner was so picky about food. Now Jerry'd gone and invited him and his wife over for bridge. And that meant sandwiches!



CLEW An accident... with an inspiration, Underwood Deviled Ham. All men go for it! Sh'd make some spreads w/ Deviled Ham and mayonnaise, and some w/ Deviled Ham mixed with chopped olives and celery.



TRUE Men do go for spicy Underwood Deviled Ham because it's fine whole ham, ground and seasoned with rare spices from the Indian. Write and we'll be glad to send you recipe ideas. FREE. Win. Underwood Co., 113 Walnut St., Watertown, Massachusetts.



P.S. For variety try "Albolene," the new Underwood canape spread. Tastes imported—costs little. Ask your grocer or send 10c for full size can.

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A Special Shave Cream—It's Not a Soap, Needs No Brush!

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

FREE—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-13, Glastonbury, Conn.

Offer good in U. S. A. and Canada only

"SURE... I'LL COME CLEAN!"

LEILA ERNST—the madcap, man-chasing Tailor Lou of *TOO MANY GIRLS*—gives a lesson in removing cosmetics in her dressing-room, Broadway Theatre, N. Y.



"Isn't it gooey, this stage make-up? But watch me come clean! Frankly, I worry less about getting make-up off now than before I went on the stage. From other actresses I learned the professional trick of using Albolene, a special cleansing cream."



"Meet my pal, the grandest, quickest cleansing cream I know! The texture is so delicate and silky—look how Albolene spreads! And I'm not being extravagant if I use a lot of it. You'd be surprised how little that huge tin costs."



"My face feels like new—soft and smooth again—and awfully refreshed. Incidentally, I'm just as particular about removing my street make-up with Albolene Cleansing Cream. I depend on Albolene at home just as I do at the theatre."



Why doesn't somebody ask ME about Albolene?

Yes, many a baby learned about Albolene in the most convincing place in the world—a hospital. Originally made for hospital and stage use, Albolene Cleansing Cream is now being used by thousands of women who take a professional attitude toward their beauty care. Try Albolene! McKesson & Robbins, Inc., Bridgeport, Conn.



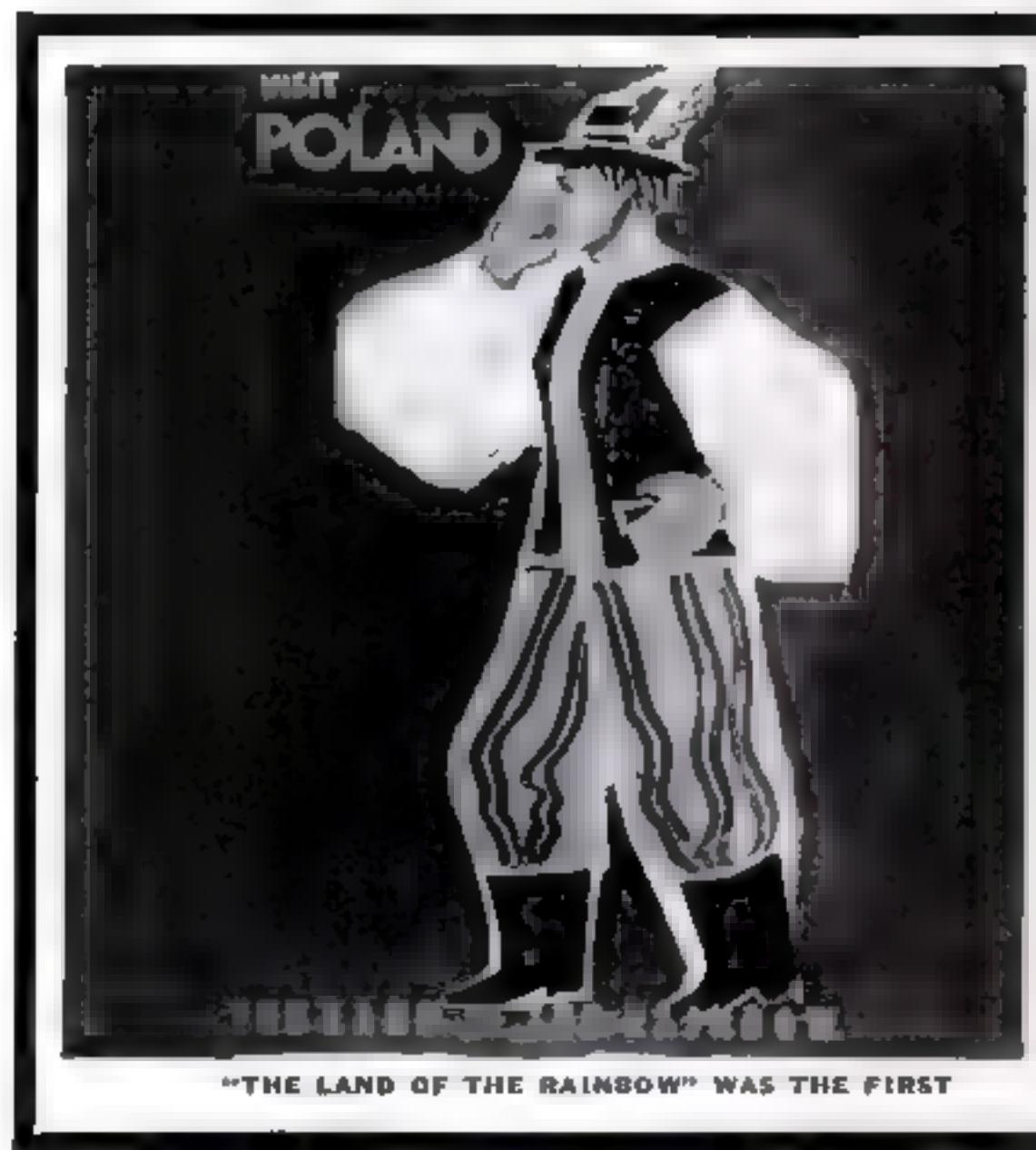
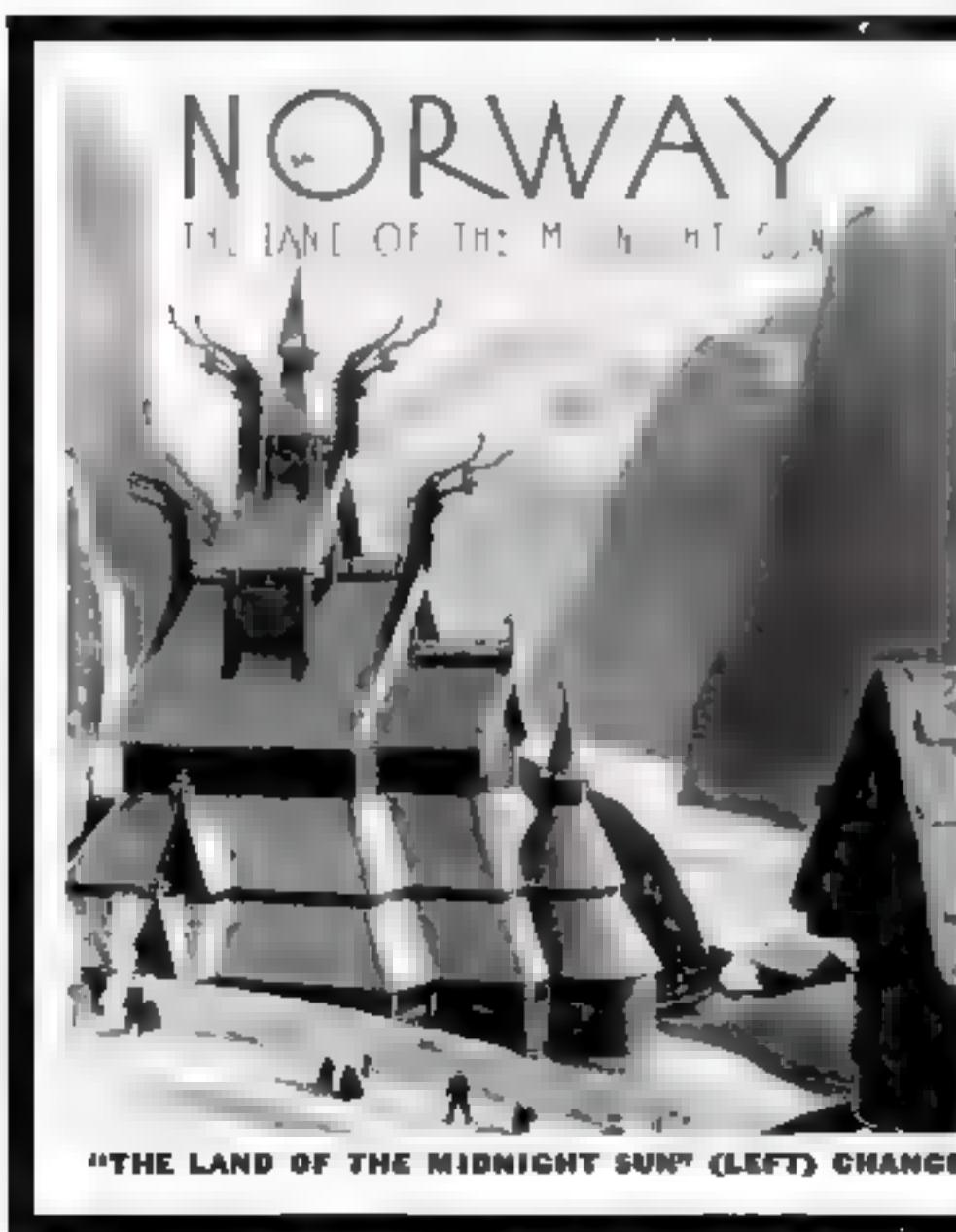
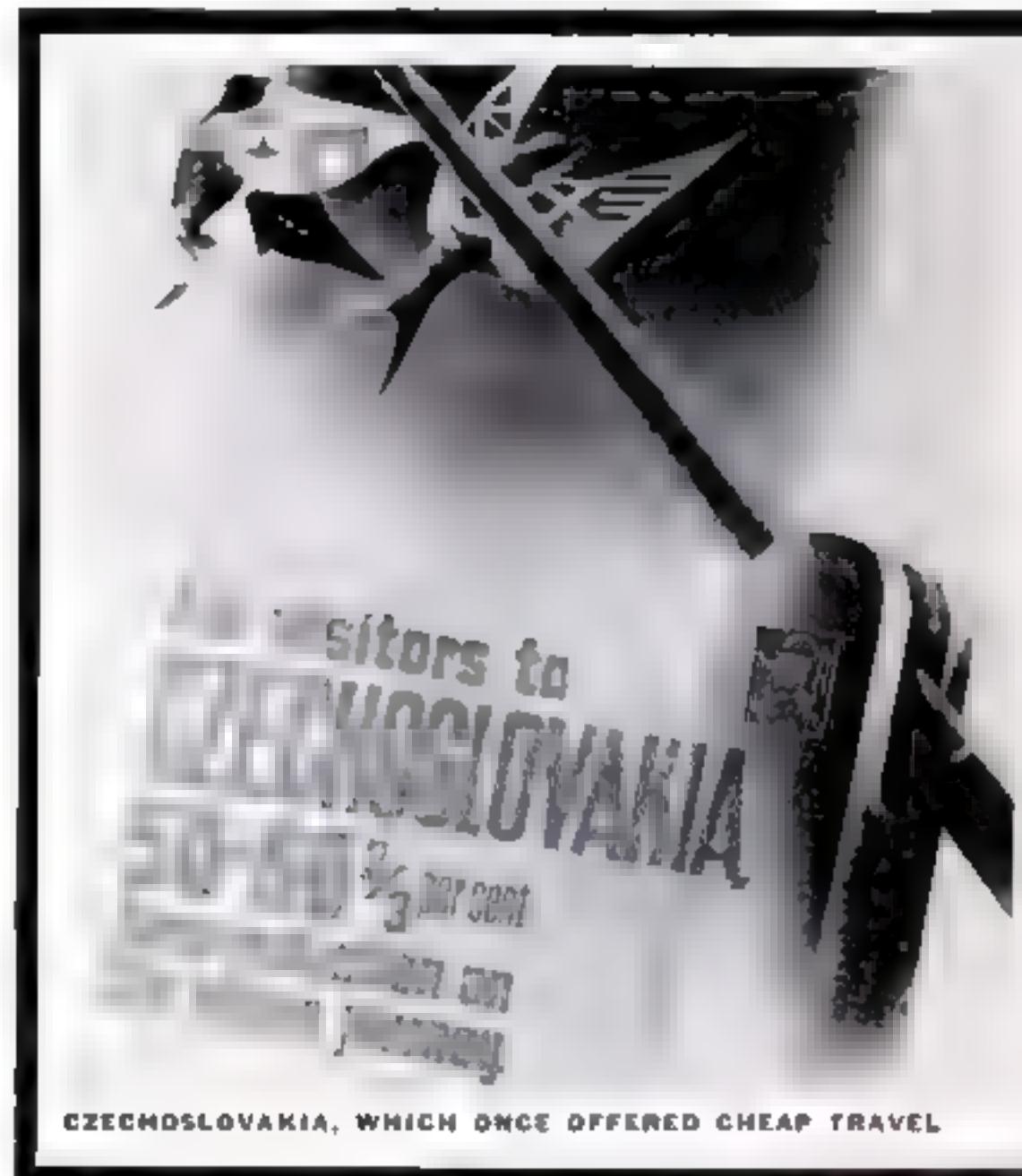
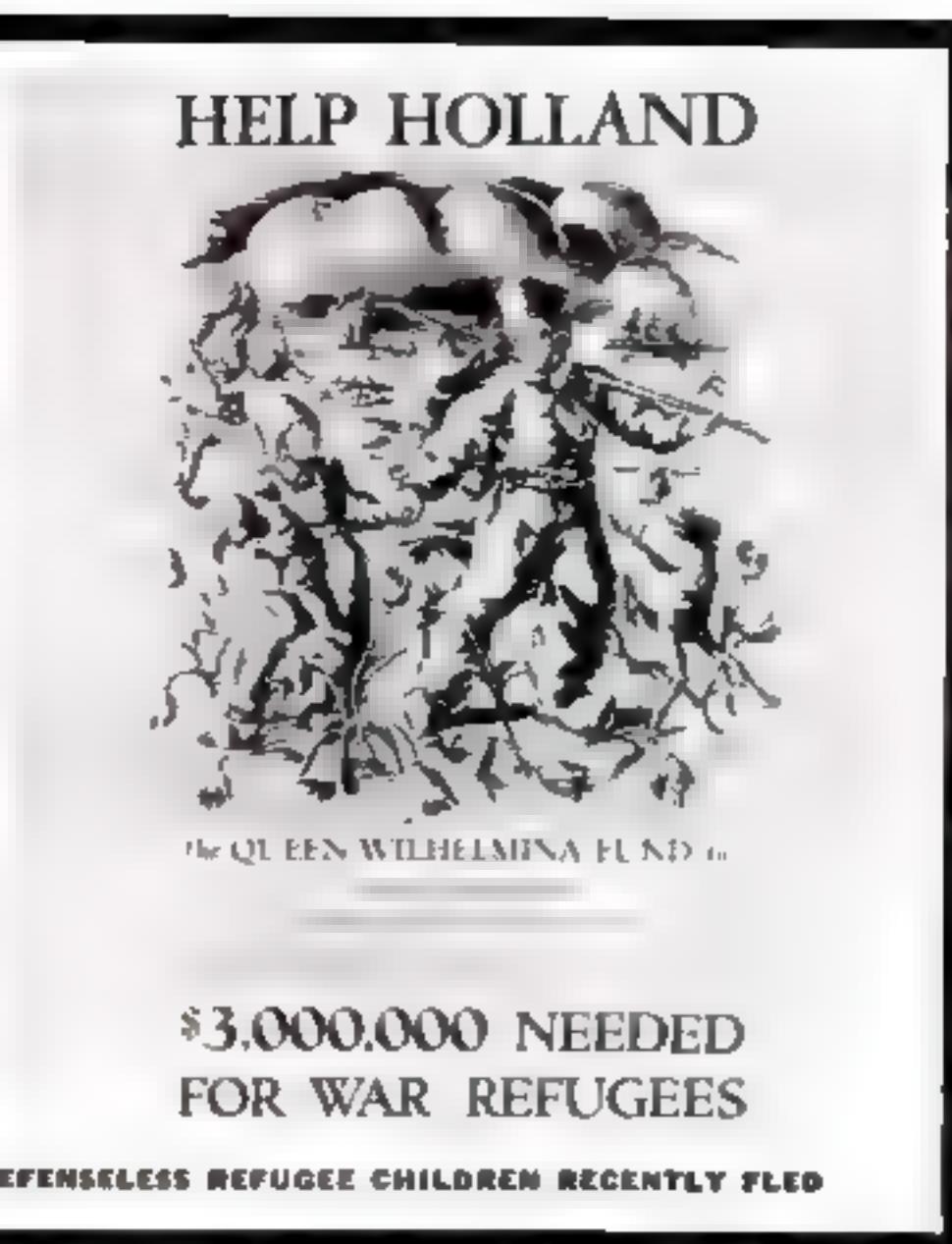
Dressing Table Jar
50c
Professional Lb. Tin \$1

Try a "PROFESSIONAL" Cleansing Cream



SPEAKING OF PICTURES

THESE POSTERS
REFLECT THE TRAGIC
TRANSITION OF EUROPE
FROM PEACE TO MISERY



Shown here in tragic juxtaposition are travel posters used until recently by ten European nations to attract American tourists to their peaceful pleasures and war-relief posters that now reflect their appeals for American aid. The space in time between these posters is merely months. The space in spirit between them is epochs. Crushed beneath the might of German and Russian despots, the freedom and culture and spontaneous humor that once gave meaning to these warm scenes have been irreparably lost.

It is a grim commentary that U. S. travel agencies, which a year ago were exhibiting these picturesque posters as window displays, now consider them "collectors' items." Many have been given to museums and libraries where former American travelers with a whim for ancient history will someday look upon them with fading memories of carnival fun at Nice, of holidays spent in Finland, of tranquil hours passed in the majestic Olympian fjords of Norway.

The tragedy that has turned advertisements into appeals and travel into terror is the common burden of all ten nations represented here. But perhaps Holland's case is the most ironic (*far left*). **BULTIME IN HOLLAND** was always most beautiful about May 10. This was the day Germany chose to crush the tulips and with them peaceful Holland itself.

CZECHO-SLOVAK

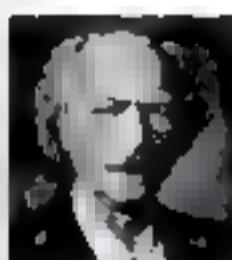


AMBULANCE IN FRANCE

SEND MEDICAL SUPPLIES TO MEN
FIGHTING FOR LIBERTY

Kathleen B West 40th Street • New York, N. Y.

TO TOURISTS, NOW SEEKS AMBULANCES FOR ITS MEN



AMERICA'S 80TH BIRTHDAY TRIBUTE
TO A BELOVED ARTIST AND LEADER

PADEREWSKI FUND FOR POLISH RELIEF



NEW YORK CITY COMMITTEE
37 EAST 36TH STREET
COL WILLIAM J DONOVAN CHAIRMAN

STRUCK DOWN BY THE LIGHTNING OF HITLER'S WAR



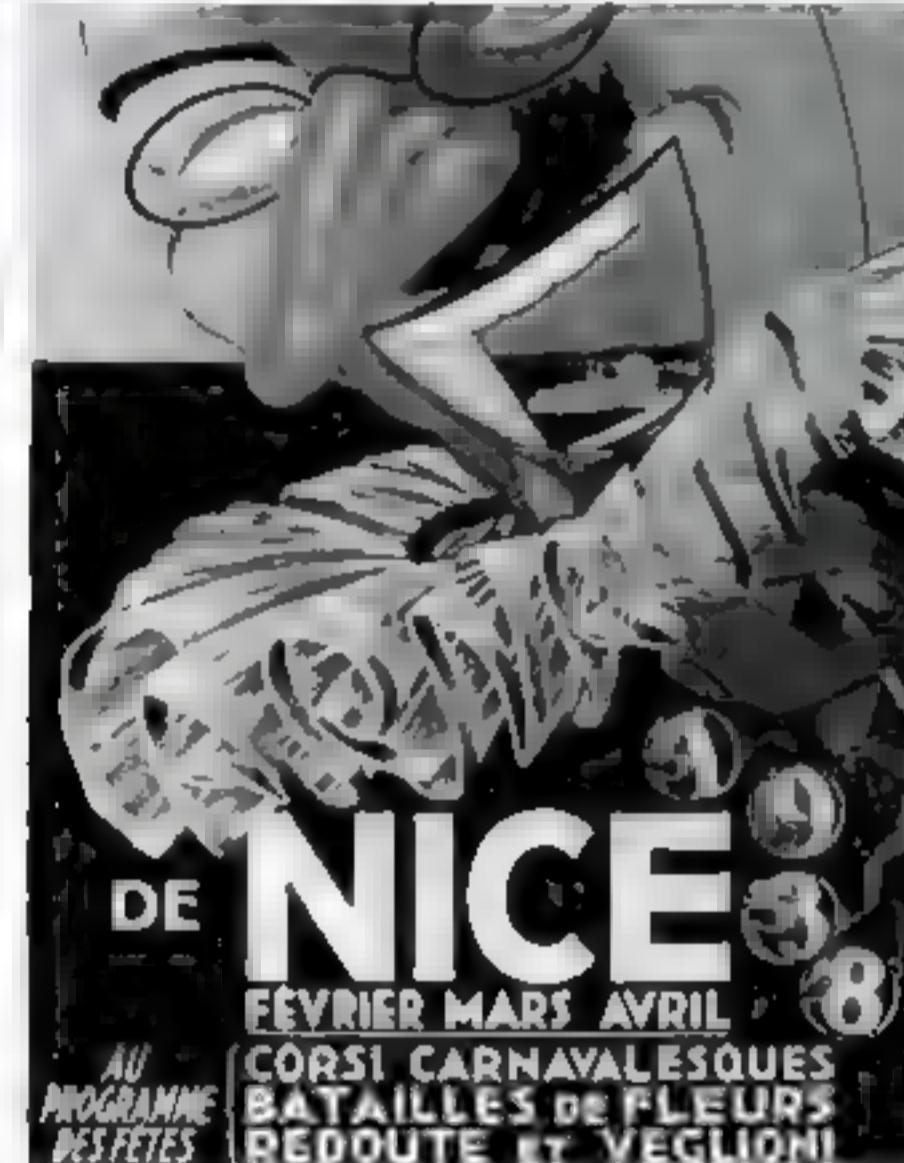
THE BRITISH COUNCIL
London, Eng.



YOU CAN HELP
Position Northern

**VISIT THE
OLD COUNTRY TOWNS OF
SOUTHERN ENGLAND**

FROM "THE OLD COUNTRY TOWNS" OF ENGLAND (LEFT) CAME MANY OF MEN WHO NOW SIGNAL "S. O. S."

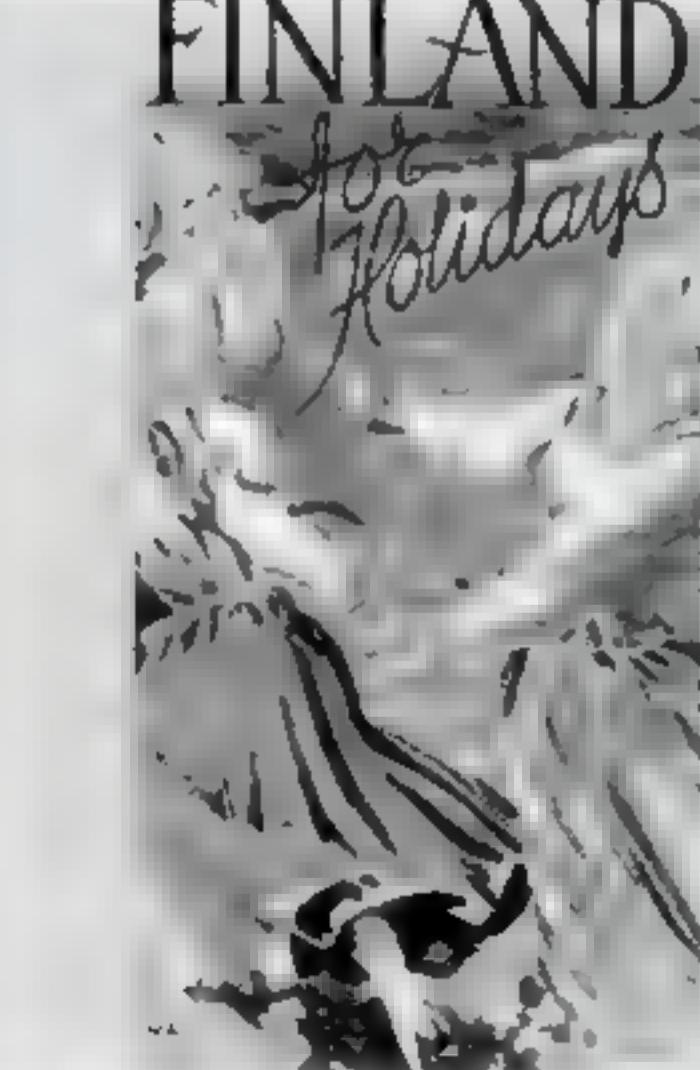


DE NICE
FEVRIER MARS AVRIL
AU PROGRAMME
DES FETES
CORSI CARNAVALESQUES
BATAILLES DE FLEURS
REDOUTE ET VEGLIONI



AMERICAN
AUXILIARY
COMMITTEE
DE L'UNION DES
FEMMES DE FRANCE

THE GAY MASK OF CARNIVAL FRANCE (LEFT) HAS BEEN DROPPED FOR A FACE OF DESPAIR AND DEFEAT



FINLAND
for
Holidays



HELP
FINLAND!
Send contributions to
EMERGENCY AID OF PENNSYLVANIA
20th & Sansom Streets - Philadelphia, Pa.

FINLAND'S DANCING PEASANT GIRLS BECAME HOMELESS FUGITIVES FROM THE FLAMES OF WAR



"A guy's a sap to visit his boss!"

BILL: Boy...this is the life! Never felt such smooth, cool sheets before. Wouldn't mind being a millionaire myself. Nope...wouldn't mind it a bit.

HELEN: They're percale sheets, me lad. Like them?

BILL: Like 'em? Here I'm talking like a poet about 'em and you ask me if I like 'em!

HELEN: Good. I'm buying some the minute we get home.

BILL: Hey...don't go gettin' fancy ideas. We're still on that iron-bound budget...remember?

HELEN: I remember. But I learned today that Cannon Percale Sheets cost just about the same as the heavy-duty muslin sheets we're using at home now. Why...we can even **SAVE** money on them!

BILL: Take it easy, honey. Don't go too far.

HELEN: No fooling, Bill. If we use Cannon Percale Sheets we can save as much as \$3.25 a year for each bed in laundry bills. They're much lighter than heavy-duty muslin. And we send our laundry out at pound rates. Get it?

BILL: I get it and I like it. And we get Cannon Percale Sheets when we get home. Now be a good girl and let me see what it's like to sleep on percale.

HELEN: Goodnight, dear. They wear for years, too.

BILL: Hel-en...sleep!

HELEN: Yes, dear. M-m-m, they're so smoo-th...and they stay fresh longer, too. And they...all right, Bill...I'm sleeping.



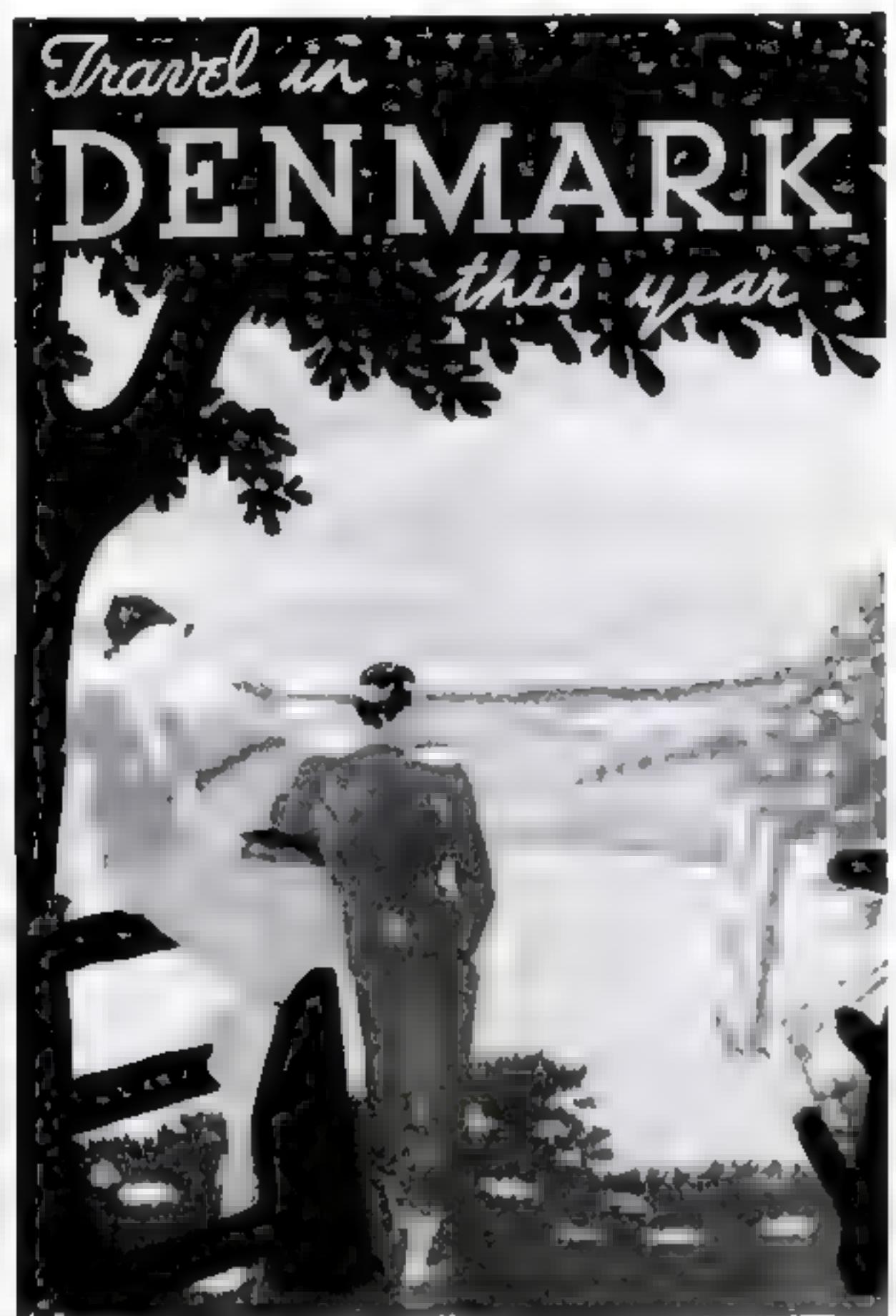
"YOU DON'T HAVE TO BE RICH TO SLEEP ON CANNON PERCALE!"

Cannon
PERCALE SHEETS
MADE BY THE MAKERS OF CANNON TOWELS \$1.49

Cannon Muslin Sheets are another superior value. They sell for about a dollar. Both Cannon Muslin and Percale Sheets are available in six lovely decorator colors...at slightly higher prices.

Now! Cannon Hosiery now comes in the new NYLON as well as Pure Silk. Ask for Cannon Stockings at your favorite store.

SPEAKING OF PICTURES (continued)

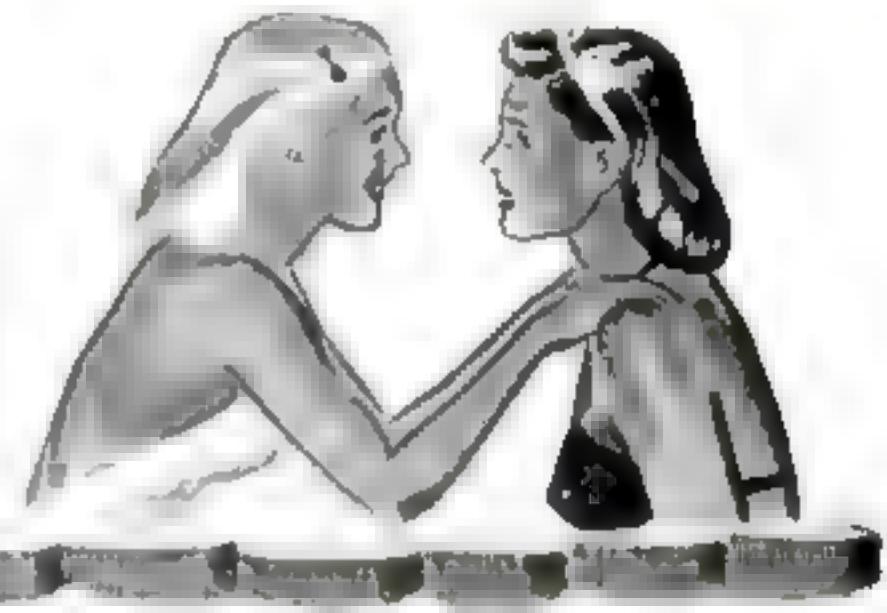


Co-ed learns lesson at beach



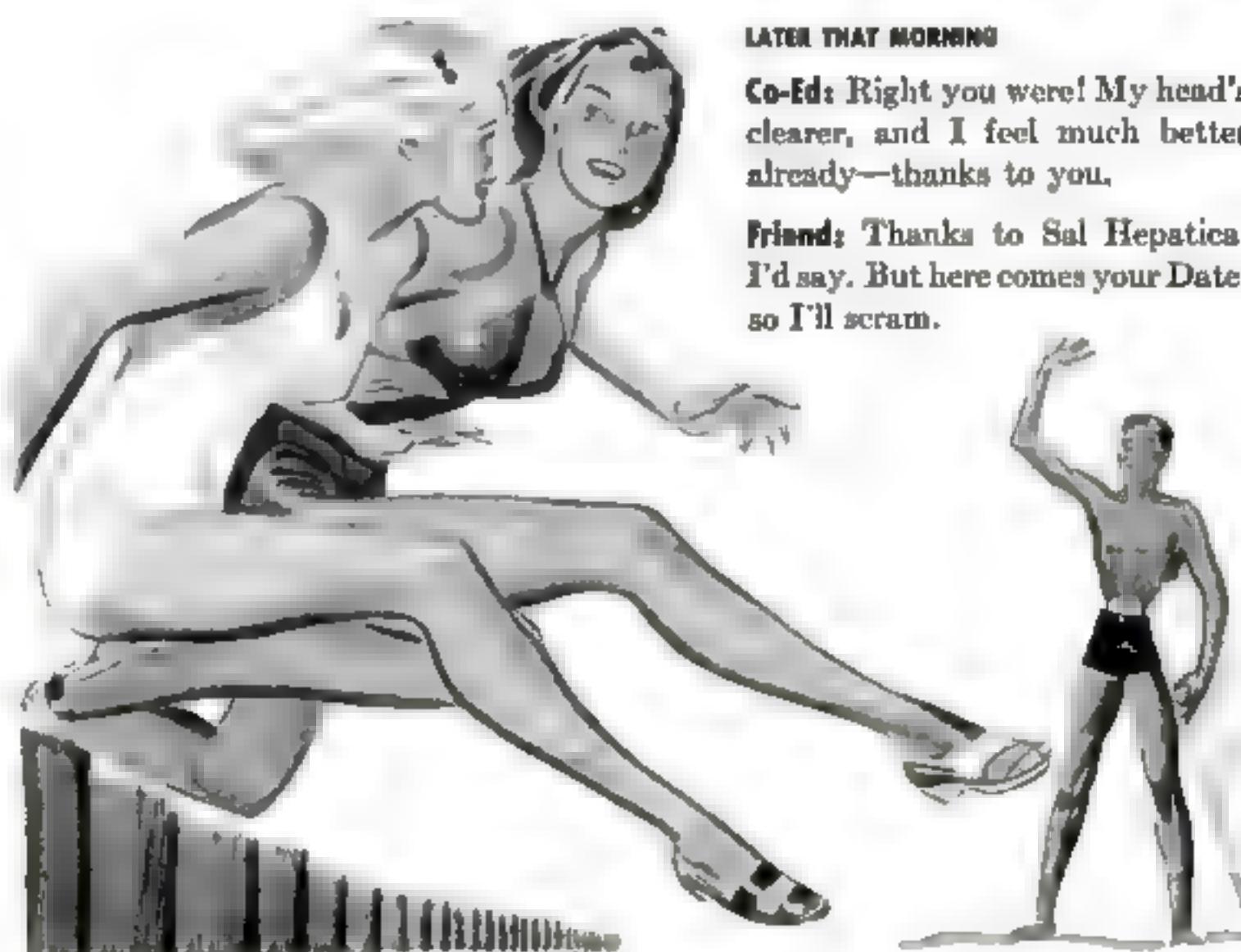
Co-Ed: Here I am dated up by the only eligible male in the hotel—and on comes a logy, sickish headache that will last all day. Can you beat it?

Friend: It needn't, silly. Didn't you learn at college that Sal Hepatica acts fast, two ways?



Co-Ed: Two ways? Fast?

Friend: First, Sal Hepatica acts fast as a laxative—usually within an hour. Second, Sal Hepatica helps Nature counteract excess gastric acidity—helps turn a sour stomach sweet again.



LATER THAT MORNING

Co-Ed: Right you were! My head's clearer, and I feel much better already—thanks to you.

Friend: Thanks to Sal Hepatica, I'd say. But here comes your Date, so I'll scram.

SAL HEPATICA

for a faster come-back

What goes best



Tom Mavridis

**Right! . . . Beer or ale
in those easy-to-open**



Heard at the Wienie Roast:



1. "There's a wise girl for you, Sam. She not only cooks the frankfurter for you; she practically parks it right under your nose. That's real service! Now let's see what she's hiding from us in that other hand."



4. "There's a whole case in the car, if you experts are so interested. Dad always brings along a handy 12-can carton; says it's a cinch to stow away. He finds this canned beer chills a lot faster, too."

CONTINENTAL

with a HOT DOG?

the way you like it...
CAP-SEALED CANS!



2. "What a combination! A hot roasted wiener ... and a cool can of beer. Which reminds me, Ted—have you noticed that while most hot dogs are the same shape, there's a big difference in beer cans?"



3. "Here's what's different about this Cap-Sealed can. Notice that top? No special opener needed! And you drink from a clean, cap-protected surface. That's what I call a sensible way to put up beer!"



4. "Bottoms up! Here's to the beer can that's a pleasure to open — the Cap-Sealed can!" (P. S. No worry about deposits or returns, either. And have you tried the big, economical quart-size can?)

Where are you going over the "Fourth"?

Motoring? Going on a picnic? Taking the folks down to the beach? Here's a simple 3-step recipe for having a better time: (1) Take along beer—it's a cool and wholesome summer drink. (2) Take along beer in cans — chills faster, takes less space, and no bother about returns. (3) Take along beer in Cap-Sealed cans—because that's the can that needs no special opener, and lets you drink from a clean, cap-protected surface!

Cap-Sealed
© 1958 Pabst Corp.



CAN COMPANY New York • Chicago • San Francisco

TWO CONVENIENT SIZES: Regulation 12-oz. can and a big quart can (32-oz.).



..Besides Saving the Finish

Your car's beauty is always safe under Simoniz. It takes all the wear and tear the finish ordinarily gets. Weather, dirt, and the sun's rays can't dull and destroy the lacquer or enamel... so it lasts longer. And Simoniz, with each application, adds more beauty. It keeps your car new-looking for years. Does away with endless washing and polishing. A dry cloth easily wipes off dust and dirt without scratching. Think of the time and money you'll save by Simonizing your car! Do it today... it's easier than ever the new quick way!

If Your Car is Dull, clean the finish first with Simoniz Kleener to restore its natural lustre and color.



Insist on the world-famous Simoniz and the wonderful Simoniz Kleener for your car. Sold at hardware, drug, grocery, and auto supply stores, filling stations and garages everywhere.

THE SIMONIZ COMPANY CHICAGO, U.S.A.

Builds Up Your Car's Beauty!

LIFE'S PICTURES



Robert Capa, 26-year-old Hungarian-born photographer, whose pictures of the Mexican Presidential campaign appear on pages 19-23, has spent two months in Mexico for LIFE. Capa made his reputation in 1937 with his amazing front-line pictures of the Spanish Civil War. The next year he went to China and was with the Chinese troops when they won their great victory over the Japanese at Taeihchwang. Another scoop was the series of pictures on Senator Taft catching a dead fish (LIFE, Feb. 19). He is shown here with General Manuel Avila Camacho, one of the two Mexican Presidential candidates.

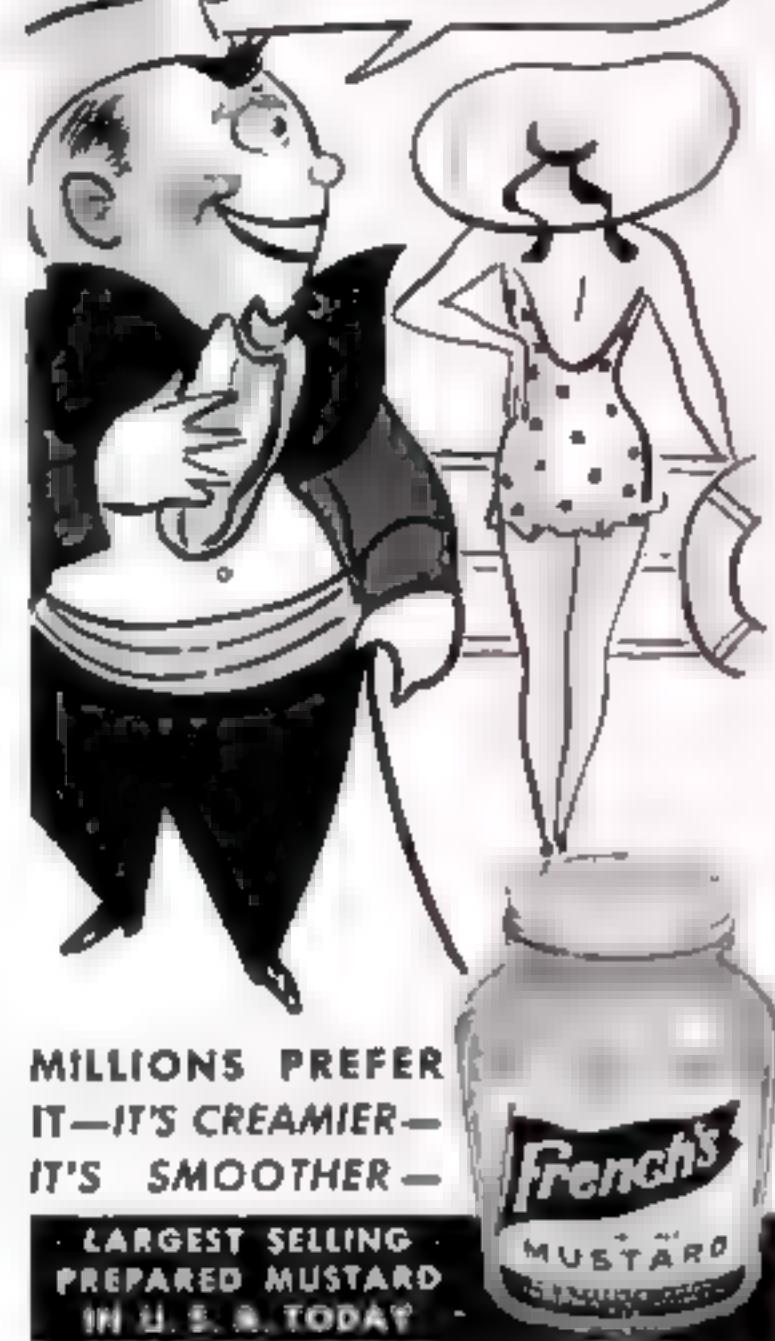
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24-7 - A. P. RADIOPHOTO, CIRCA 1938 THOMAS MC AVOY - 100, CIRCA 1938 WILLIAM REINOT
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30 - BRITISH COMING SERVICE PHOTOGRAPHIQUE DELLA MARINA
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79 - T. H. J. GORDON CARR & RICHARD M. BENNETT PICTURES 1-4, MILWAUKEE JOURNAL PHOTOS BY FRANK ADERSHEIM
80, 81 - FL PASO PHOTO CO., DAVID BERBERIAN, PETER STACKPOLE, SCHNAUZ, RAY LEES FROM STAR-SOCRATICAL, ROGER STURTEVANT - GARDNER & 10 LEFT T. H. J. GORDON CARR & RICHARD M. BENNETT DAILEY BODGER - STURTEVANT
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86 - MARTIN KELLY, T. H. J. GORDON CARR & RICHARD M. BENNETT DAY PHOTOGRAPHERS - FRANCIS M. LEER OF HOUSTON PEARL DAY PHOTOGRAPHERS - T. H. J. GORDON CARR & RICHARD M. BENNETT DAILEY BODGER - STURTEVANT
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ABBREVIATIONS: BOT. BOTTOM CEN. CENTER, LT. LEFT ST. RIGHT T. TOP A. P. ASSOCIATED PRESS H. & E. HARLEM & EWING: INT. INTERNATIONAL, P. L. PICTURES INC. W. W. WIDE WORLD

HOT DAN THE MUSTARD MAN

SUCH PLEASANT TASTES
AND SNAPPY SIGHTS
ALONG THE SUMMER
SHORE - HOT DOGS
WITH GOLDEN FRENCH'S
AND PRETTY
GIRLS GALORE!



QUALITY THAT'S FAMOUS.
TASTE THAT'S
FLAVOR-AGED



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LIFE'S COVER. The pretty young Red Cross volunteer you see on this week's cover is Martha Jean Bailey of Jackson Heights, N. Y. She joined the Junior Red Cross when she first started school. When the war began she went to work with the regular New York chapter, to which her mother also belongs. Martha is shown wearing the yellow and white uniform of the Staff Assistance Corps (clerical volunteers). It is very becoming to her dark hair and gray-green eyes. For other pictures of Red Cross volunteers at work, turn to pages 98-101.

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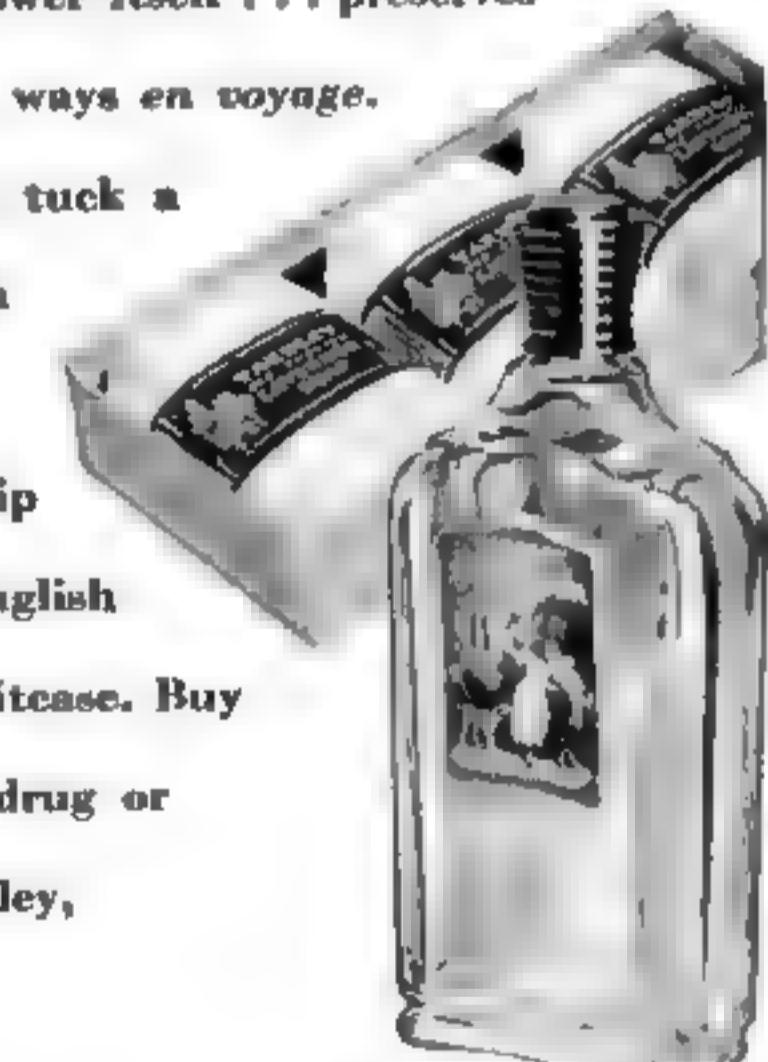
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ENGLISH LAVENDER

TULIP FESTIVAL . . .



Charming Dutch maidens, posed before thatched windmill, stand ready to guide eager visitors through miles of vivid blossoms. For one week, at tulip time, Holland, on the shore of Lake Michigan, takes off its American dress and

recreates a picture of old Holland. Inhabitants—90% of Dutch descent—dress in authentic Dutch costumes. Millions of tulips in bloom, colorful parades, music and feasting make up a fascinating spectacle.



Burgemeester (Mayor) inspects streets—orders them cleaned. Citizens turn out in wooden shoes, baggy breeches and billowing skirts. Streets soon glisten under vigorous applications of soap, brushes and water.



Famous, too, for more substantial crops, are the rich farmlands surrounding Holland. Famed especially for their superlative cucumbers, grown from pedigreed seeds, and matured under favoring conditions of soil and sun. In

the spotless, modern Heinz Holland plant, shown above, these first-prize cucumbers are converted into delectable pickles—go out to the tables of the world under the Heinz 57 seal of quality.

To Holland, Michigan, go thousands of visitors each spring for annual "Tulpen Feest,"—quaint Dutch customs, folk music and old-world pageantry.



Miniature edition of Dutch milk delivery cart is drawn by cocker-spaniel team. It is part of the parade, which entertained more than 750,000 visitors this year. License plates of 34 states have been checked on a single Holland street during the Tulip Festival.



One can't "tip-toe through the tulips" in wooden shoes, but this little maid does well in the midst of plenty. About three million tulips are in bloom during the festival, on lawns of Holland and nearby tulip farms.



FOR over half a century, the House of Heinz has won renown for its pickle products. Whether you choose toothsome Heinz Fresh Cucumber Pickle, Sweet Gherkins, Chow Chow Pickle, or Heinz Dill Pickles, you'll discover genuine homelike tang and crispness in the pickle you like best. All are precisely flavored with rich aged-in-wood Heinz Vinegars and all put up in the same exacting, old-fashioned way your grandmother made pickles. Keep a jar of Heinz Pickles handy to serve with snacks or sandwiches—a grand appetizer at any meal!

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WHEN YOU ATTEND the New York World's Fair, H. J. Heinz Co. cordially invites you to visit the beautiful Heinz Dame.

LIFE

Vol. 8, No. 1

July 1, 1940



FOLLOWERS OF AVILA CAMACHO MASS IN SONORA, STRONGHOLD OF THE OPPPOSITION. CTM IS LABOR CONFEDERATION. CGT IS OLD UNION. BELOW: AN ALMAZÁN RALLY

TWO MEXICAN GENERALS FIGHT IT OUT FOR THE PRESIDENCY AMID TALK OF REVOLUTION

Mexico's Presidential campaign last week roared toward the climax of elections on July 7. With less than 100 killings, the campaign had proved to be the quietest in decades. Idealistic President Cárdenas was trying to give Mexico its first completely honest elections, but in Mexico the votes are not officially counted until two months after the election and no Government has ever been able to resist the temptation to count itself in. Each side accused the other of plotting revolution if it lost. Some Mexicans were even saying that the sudden desperate peril of the Americas would force Cárdenas to call off the elections at the last minute and name his own President.

On the surface the Mexican campaign was clear-cut. The candidate of the Leftist Government Party, Mexico's official Party, is General Manuel Avila Camacho. The Opposition candidate is General Juan Andreu Almazán. (Both use their mother's family name last, father's in the middle.) Avila Camacho is backed by labor, peasants and bureaucracy. Almazán is backed by the pious and the middle class, and probably by the women generally more pious than the men, who are voting for the first time.

But in fact Leftist Avila Camacho is very conservative and Rightist Almazán is very liberal. Both are regular Army generals, old friends who still like one another. They even look alike. Both are friendly to the U. S., champion democracy against both Communism and Fascism. Both have grown up in the "Revolution," Mexico's 30-year-old socialistic program, now become respectable.

Seething beneath the surface, however, is the Communistic program of the "New Revolution," led by the soulful-eyed Labor Leader Lombardo Toledano and his armed labor militia. Though he supports Avila Camacho, he is disliked by both Avila Camacho and Almazán. Only real threat of revolution is from Lombardo, no matter who wins.



AVILA CAMACHO IS MILD CANDIDATE OF RADICALS



AVILA CAMACHO EMBRACES

For President of Mexico, the Government candidate, Manuel Avila Camacho, campaigns on this and the opposite page. Avila Camacho stands for the so-called "Revolution" that has been going on in Mexico for 30 years and is now routine politics. But if elected he is almost certain to tone it down. A full general of division, he is backed by a group

of Army generals. Another group backs his opponent, who is also a general of division. The two basic rules of Mexican politics are that all Presidential candidates are generals and that all elections are dishonest.

Avila Camacho is a big man with a small mouth set in a long, fleshy face. He is a three-goal polo player and his team won third in the 1936 Olympics. Now 44, he made his career in 1923 when he fought beside Cárdenas and Calles with U. S. aid against rebellion. He dresses immaculately, has a twinkle in his eye and an ingratiating manner. Considered soft, he has hardened considerably during the Presidential campaign. The fact is that he is supported by a great many people he dislikes, notably the leader of the Mexican labor unions, Lombardo Toledano.

Like city workers elsewhere, Lombardo's union labor has hogged the benefits of the Mexican Revolution, leaving the overwhelming majority of Mexican peasants worse off than ever. Two weeks ago Lombardo excoriated Britain, France and the U. S. as greedy, warmongering imperialists. One week ago on flat orders from above, he cried: "There was never truer friendship between North American and Latin American peoples. We must fight Fascism to the death and preserve democracy." Reason for this was that the international situation had reached a point of desperation where a Communazi Fifth Column was a luxury neither Mexico nor the U. S. could afford. Avila Camacho, who had built up the Mexican Army as War Minister, smiled grimly last week at news that the U. S. had offered Mexico a credit of \$10,000,000 to expand its Army, Navy and Air Force.



Coffin named Monopoly is burned in Avila Camacho's name. This means expropriation of American businesses in Mexico, always safe politics. But Avila Camacho is mildly pro-U. S.

The side of a mountain in the state of Durango is none too big for the name of the Government's Presidential candidate. It speaks symbolically to the peasants, neglected

heroes of Mexico's Revolution whom President Cárdenas loves but who may decline in droves to vote for his candidate. For the peons and their wives are pious Catholics



Girls are the trademark of all Latin American election campaigns. Every candidate must surround himself with the prettiest local girls his managers can round up. This is

as routine in Mexico as baby-kissing is in a U. S. election campaign. The other necessity is confetti, here liberally sprinkled over broad shoulders of General Avila Camacho.



The voters of Mexico, under wide-brimmed sombreros, listen inscrutably to Candidate Avila Camacho's election promises. Cárdenas gave them schools, dams, irrigation and

collective farms, but what they want now from the Government is absolute title to the lands they work, instead of being bullied by grafting Mexican Government bureaucrats.



CONTINUED ON NEXT PAGE

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(continued)



Almazán is shaved by his own barber in his own barbershop. His home is a whole mountain in Chihuahua, near his Army garrison at Monterrey. Mexican politicians live well.



By train Almazán campaigns industriously, here talks to local politician through his car window. Never before have Mexicans seen and heard so much of both their candidates.



Girls again surround the campaign appearances of Almazán, who is able to get a somewhat higher class and prettier girl than his man-of-the-people opponent. Latin Americans



In mellow age, Almazán plays with his deer on his estate outside Monterrey. He prefers this picture as campaign propaganda to the one at the left showing him with a carnivore.

ALMAZÁN IS THE LIBERAL CANDIDATE OF REACTION



ALMAZÁN EMBRACES

For President of Mexico, the Opposition candidate, General Juan Andreu Almazán, campaigns on these pages. The big news in Leftist Mexico is that it has lately felt a heavy swing back toward the Right. The peasants have begun again to feel the pull of Mother Church. The Revolution has not satisfied everybody. On this, General Almazán

pins his hopes. Unimportant in votes but very important in cash is also the support of the foreign oil companies which hope that Almazán might pay them properly for their expropriated oil wells and refineries. And Mexican politicians are sanely aware of the fact that a Mexican President can berate the U. S. in easy times but not in times of war crisis.

Almazán addresses himself to the Mexican people as Papa and the Man-on-Horseback. As Papa he watches a children's wrestling match on the opposite page. He is undoubtedly one of the most impressive men in Mexican politics, in sharp contrast to mild little President Cárdenas, who is merely the most effective President Mexico has ever had. Almazán is a big, curly haired, smiling, self-confident man of Basque and Catalonian descent. He built the great military camp in Monterrey. He maintains a walled, 25-acre estate in which he supports in seven houses 48 relatives as well as his pretty wife and daughter. Here he has a clubhouse with reducing machine, swimming pool, tennis court, watchtower, Turkish bath, barbershop, private office building, two dozen servants and a squad of soldiers.

Almazán too wants to tone down the Revolution. He wants to give the land outright to the peasants, remove Government control and support from the unions and the co-operatives but above all to revive the Catholic Church schools, forbidden under present laws. He has weathered several attempts at assassination and carries a personal machine gun.



Daughter Lilia, 17, is the prettiest ornament that a Mexican election has had in many years. But Mexican politicians generally keep their womenfolk strictly out of sight.



LIFE ON THE NEWSFRONTS OF THE WORLD

Fall of France wakes Americans to their nation's peril

During the week of the fall of France, culminating in Hitler's melodramatic revenge at Compiègne, Americans asked themselves some of the biggest questions and thought some of the longest and deepest thoughts in their national history. There was hardly a whisper any more about helping the Allies as a humanitarian gesture, or engaging in a crusade to make the world safe for democracy. What Americans were thinking about now was how to help and save America.



CONFERENCE AT COMPIÈGNE

Arms & Appeasement. As Army recruiting lagged, the National Editorial Association, the U. S. Junior Chamber of Commerce, Lieutenant Governor Charles Poletti of New York, a meeting of Harvard alumni, Henry L. Stimson, the National Council of Foreign Language Voters, Inc. and 64% of citizens polled by Gallup joined the chorus for compulsory military training. Calls were heard for bringing the U. S. fleet back from Hawaii to the Atlantic. Dr. Paul D. White, a Boston heart specialist, urged people to do more walking and cycling, secondarily for their health and primarily to free the automobile industry for defense production. Senator Tom Connally demanded that U. S. warships be sent "right now" to Allied possessions in the Western Hemisphere. John Hay Whitney, Marshall Field III and son Marshall Field IV, Poloists Michael Phipps and Raymond Guest were among the 1,550 25-to-50-year olds from New York alone who overflowed the lists of applicants for a month of Plattsburg military training at their own expense. Californians began organizing a home defense legion of men over 45 with the slogan, "Death Before Surrender."

Rumors of German "secret weapons"—the latest a gas that might kill 5,000,000 Britons in one day—continued to seep through the country. Physicians reported a marked increase of ailments caused by nervous upset. Columnist Westbrook Pegler, examining the major industry that America has made of amusement, suggested that "maybe we ain't been living right." The newest Wall Street gag was a tale that Hitler had ordered 10,000 tanks from General Motors and, on being asked where he wanted delivery, replied: "Never mind that. We'll pick them up on our way through Detroit." Before the French peace terms were announced, U. S. appeasement of Hitler appeared as a subject of conversation. Bankers' talk veered to Dr. Gerhardt Westrick, German trade counselor now in the U. S. attempting to promote a gigantic post-war loan to Hitler.

Stop Hitler Now. Some Americans continued to believe that the best way to help America is to help the Allies while there is still an Ally left to help. William Allen White's committee announced that signatures to its "Stop Hitler Now" petitions had passed 1,500,000. The Scottstown Presbyterian Church of Middletown, N. Y. petitioned the President and Congress to send the Allies all possible munitions and ships. Proposals were made to send the British a hundred U. S. destroyers, to send airplanes and munitions in U. S. merchant ships convoyed by U. S. warships. Stern realists warned that if Britain is to have a chance of

breaking Hitler by blockade, Americans must be willing to let Frenchmen, Belgians, Dutch, Danes, Norwegians, Poles and Czechs as well as Germans starve behind that blockade.

Isolation & Invasion. Underneath all the talk and soul-searching lay certain great and grave realizations growing in sober men's minds. One was that, by the fall of France, America had already lost a great battle. People who last year angrily denounced a reported Presidential suggestion that America's frontier was on the Rhine now wished that that frontier still existed. The French Navy, added to the German and Italian, would make a battle fleet matching Britain's—or America's—almost ton for ton.

Isolationists began to realize that, for perhaps the first time in its history, America had achieved real isolation. Except for hard-pressed Britain, the nation was now without a friend among the world's major powers.

With America loudly advertising its present weakness and future strength to the world, men began to wonder why Hitler, if he can dispose of Britain with anything like the speed he conquered France, would not choose to attempt a preventive invasion of the Western Hemisphere this year instead of waiting until the U. S. is strong enough to destroy any and all invaders.

And even if he should not, and if Britain falls, a German Europe with its entire trade controlled by a single Government trust would almost certainly force a major revision of the U. S. economy to meet its competition, especially in South America. America's own experience has shown that individual traders can rarely meet the competition of a monopoly.

Gigantic Solutions. To these gigantic problems, the U. S. Government last week offered some gigantic solutions. President Roosevelt's first proposal was to create an Inter-American Export Corp. which in effect would turn the entire Western Hemisphere into the same kind of economic trust, controlled by the U. S. Government, that Hitler proposes to turn Europe into. To keep Hitler from winning economic and thereby political domination of Latin America and Canada by taking their mainly agricultural produce in exchange for European manufactures, the U. S. would take over all Hemisphere surpluses and dispose of them as best it could. Prospective loss to the U. S. was estimated at half a billion dollars a year.

The President next proposed to require a year of compulsory Government training for all American youths, both boys and girls. Not all of them would get military training, he declared, and the main ob-

jective would be not to make soldiers but to inculcate discipline and stamp out "isms."

Before the House Naval Affairs Committee came Admiral Harold R. Stark, Chief of Naval Operations, to top all previous Big Navy schemes by proposing that the U. S. spend four billion dollars to enlarge its fleet 70% by 1946. It would thus acquire not merely a two-ocean Navy but the greatest in world history—if Germany, after acquiring all Europe's shipyards, does not meantime outbuild it.

Introduced in Senate and House on consecutive days were bills to require compulsory registration of all U. S. males between 18 and 65, with those between 21 and 45 liable for compulsory military training and the rest assigned to home defense.

Dissent. Americans were still far from of one mind about how their defense was to be accomplished. When President Roosevelt, answering the long demand for replacement of his War and Navy secretaries, picked able Henry L. Stimson and Frank Knox for the jobs, Republicans at Philadelphia ignored the obvious defense benefits of the appointments and laid into the political benefits to the Third Term. Pointing to their well-known interventionism as "speaking for itself," they read these two Republican elders out of the Party, talked of campaigning as the "peace party" in opposition to the Democratic "war party." Congressmen pricked up their ears at ex-Secretary of War Woodring's complaint that he had been ousted for refusing to strip the nation of its defenses to help the Allies. Senator David I. Walsh roared that release of 20 new Navy torpedo boats to the British was a "grievous wrong to the American youth who may be called upon to fight" if America is attacked.

Worst & Best. But however they might differ on method, Americans, awakened at last to their nation's peril, could patriotically do nothing less than expect and prepare—as the British and French failed to do—for the worst. Neither, though, could they afford to lose their nerve and forget for an instant that: 1) the British still have a fighting chance; 2) the Germans, no supermen, have won their victories by well-prepared use of the very industrial might, mechanical skill, aggressiveness and team spirit in which America and Americans excel.



NAVY'S KNOX



WAR'S STIMSON



U. S. TORPEDO BOAT FOR BRITAIN

Victory of the Week

The Parisians have long had a happy custom of naming streets after their foreign friends. Last April the people of Suresnes, a town four miles outside the city, felt impelled to change the name of a prominent thoroughfare to Avenue Franklin-Roosevelt. Under the sign marking the street they nailed up another, hailing the American President as "Apostle of Humanity, Champion of Democracy, Defender of Peace." Recently, when the Germans bombed the Paris outskirts, a bomb chanced to fall at this particular corner of the Avenue Franklin-Roosevelt, sent the President's name plate spinning into the street and created the scene on the opposite page.

AMIS DE L'HUMANITÉ
CHAMPION DE LA DÉMOCRATIE
DÉFENSEUR DE LA PAIX

NAVE
FRANCOIS MURET
PRESIDENT
DES ÉTATS-UNIS

A. GORE et J. BUSH ont été nommés à la vice-présidence

Down the ramp of Franklin Roosevelt



HELPLESS HUMILIATION COMES TO THE EVERYDAY PEOPLE OF FRANCE

Last week while the people of Germany drank deep the heady wine of victory, the people of France drank the bitter brew of defeat. In the velvet-green forest of Compiègne on June 22, Colonel General Wilhelm Keitel for Germany and General Charles Huntziger for France signed a Hitler-dictated armistice in the same weather-stained railroad car where 22 years ago another armistice had been signed. With his unfailing theatrical sense, Hitler enjoyed his vengeance. Already he planned to take the armistice car back to Berlin, to leave only a statue of Marshal Foch at Compiègne as a reminder of an earlier day.

France fell because her sons had not prepared her for the hour of trial. There was no glory in this defeat. One army had run away and the rest had streamed south in a retreat that was really a rout. A dispatch to the *New York Times*, passed by the censor at Bordeaux, told how among the civilian refugees there were officers in army cars with their wives and suitcases packed with clothes and family silver. "Those Frenchmen who have not been corrupted by politics, alcohol and the cheap newspapers are ashamed from the bottom of their hearts."

Shown here are some of the people of France who must live on to face their conquerors. On the opposite page a horse-drawn hearse clatters through the cobblestone streets of Paris with the body of a young child killed by a German bomb. For this child's family and for many other bereaved French families, there is only sadness, bitter resentment and a deep resolve that out of this humiliation of defeat, France will rise again.



AT CEMETERY MOTHER OF THE DEAD CHILD FAINTS WHILE HER HUSBAND AND BROTHER SUPPORT HER



Over the flower-banked coffin the family and friends of the dead child sob their last regrets. The child was among the

254 civilians who were killed when 200 German bombers made their first big raid on Paris on June 3. After the great

evacuation Paris last week was coming back to normal as the Germans tried to pump lifeblood into the emptied city.



MECHANIZED WAR LEAVES A CRIPPLED GIRL BEHIND

One child who will live on in a Hitler-dominated France is this 16-year-old Paris schoolgirl who had both legs shattered when a German bomb exploded near her on June 3. Unlike the 3,000,000 refugees who fled from the City of Light when its hour of darkness descended, this girl was left behind

by mechanized war. In this war without a fixed front, one of the great stories will be that of the refugees. They fled before the invader hoping to escape the terror of bombs. But the invader traveled faster and bombed them as they fled. Most would have been safer had they hidden in their cellars or fields



WAR BRINGS MOMENTARY FREEDOM TO A LUNATIC

In a world gone mad the mad may seem sane. At first glance this man might be one of millions of civilians staggering dazed along a street after the battle is past. Actually he is insane. He escaped from the asylum at Armentières after German bombs had ironically broken the bars that guarded him. He is being

beckoned to safety by the hand of a man at the left.

As helpless as men are great cities in doom. Some die in convulsions of flame and hemorrhages of blood like Warsaw and Rotterdam. Others pass quietly like Paris when their civilian lifeblood flees and the spirit that animates their stone faces is crushed.

SO DIL DIL SALLY IT WON'T BE FOR LONG
DON'T YOU WORRY I'LL BE SINGING A SONG
AND WHEN IT'S ALL THROUGH, PALLY
I'LL MEET YOU IN OUR ALLEY SALLY
SO LONG IT WILL BE LO



ON EVE OF NEW DISASTERS BRITISH WHO MADE GALLANT RETREAT FROM DUNKERQUE SING ON LONDON STAGE WITH ARTHUR ROSCOE, WHOM NAZIS BOYCOTT AS A JEW

THREATENED BY BOMBING, BRITONS STRIKE UP SONG

The dolorous scenes in Paris shown on the preceding pages are already being duplicated in the cities and hamlets of England. Yet faced with the Battle of Britain, the amazing English apparently find the idea of defeat totally impossible to accept. Above they good-naturedly sing the silly words of a pep-song as though nothing very serious could ever happen to

England. Their levityless, whether of courage or stupidity, is staggering to contemplate.

The arrogant self-satisfaction in being English, so annoying to foreigners in peace, is the Englishman's strength in war. Faced with the dire peril of invasion or siege on their little island, Englishmen have need of all the courage and strength they can muster,

THIS SCRAP METAL WAS A HOSPITAL SHIP AND A HOSPITAL TRAIN AT DUNKERQUE. GERMAN BOMBERS MAY SOON WRECK THIS KIND OF HAVOC ON MANY BRITISH PORTS





INCOMPETENT CIVILIANS TRAIN FOR SHOOTING GERMAN PARACHUTISTS BY POPPING AT CLAY PIGEONS WITH 18-YEAR-OLD SWISS RIFLES AND SHOTGUNS AT CRAYFORD, KENT

BRITONS AIM AT THE SKY, SEND CHILDREN TO U.S.

Athletic preparation for parachute troops is the gathering of Englishmen above, using the Swiss Vetterli rifles discarded by the Swiss Army about 1900. Many of these men will shoot one another, though they may delay heavily armed parachute troops a few vital minutes. A wiser move that has suddenly awakened Britons is the evacuation of some British children

between the ages of 5 and 16 *see below*). Canada is taking 10,000, Australia 5,000, New Zealand 2,500. Many of the children will be dependent on local charity. Last week Americans who wanted to care for a British child for the duration of the war could apply to the Committee for the Care of European Children at 52 Gramercy Park North, New York City.

THE FIRST SMALL CONTINGENT OF BRITISH CHILDREN REACHES NEW YORK CITY, JUNE 21, ON THE S.S. "BRITANNIC," SEEKING SANCTUARY FOR THE DURATION OF THE WAR





LOUIS WINS ELEVENTH FIGHT IN THREE BIG BLOODY YEARS

In New York's Yankee Stadium the night of June 20, Heavyweight Champion Joe Louis successfully defended his title for the eleventh time in three years. During his reign he has feared no one, avoided no one, spared no one. During six rounds with Arturo Godoy, Louis chopped short sharp lefts against the Chilean's cheeks. Then he brought up his big guns and in the eighth round the referee ended the bout

to save Godoy. The picture above shows Louis going to work on his opponent in the first round. It is remarkable in revealing a flash of ferocity on the face of the champion. Ordinarily Louis fights with expressionless efficiency but ringside observers see his lips tighten and whiten as he senses the kill. Here with the superb fury of a superb fighter he grinds his left into Godoy's battered, bloated, bloody jaw.



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CHESTERFIELD'S MARION HUTTON

in Glenn Miller's Moonlight Serenade
all Columbia Stations . . . Tues., Wed., Thurs.

Eyes Right
to
CHESTERFIELD
for Real Mildness



Smokers by the millions are making Chesterfield the Busiest Cigarette in America. . . . It takes the right combination of the world's best tobaccos to give you a cigarette that is definitely MILD, BETTER-TASTING and COOLER-SMOKING . . . all at the same time. *For real smoking pleasure, buy Chesterfields every day.*



"The lesson I never forgot"

"JIM, ONE OF THE THINGS I remember best about my grandfather is a bit of philosophy he was fond of repeating . . .

"There are fine things and common things, he used to say. One man chooses the common, and gets the fleeting satisfaction of having paid a small price.

"Another chooses the fine, and pays a little more—yet he gets the better bargain. For his is the lasting satisfaction of having paid so *little* more to get so *much* more."

This is a philosophy which we have often voiced—that while Four Roses may cost a little more, we believe you will find it worth *infinitely* more.

*FOUR
ROSES*



Four Roses is a blend of straight whiskies—90 proof. The straight whiskies in Four Roses are 4 years or more old. Frankfort Distilleries, Inc., Louisville and Baltimore

MOVIE OF THE WEEK:

All This, And Heaven Too

Bette Davis and Charles Boyer re-enact a great French crime

This is the strange case of the French woman known to history as "Mlle D." In 1847 she was the most notorious woman in Europe. To Victor Hugo she appeared "a rare woman . . . at once wicked and charming." To the London *Times* she served as text against the corruption of Parisian royalist society. Partly because of her, a nation revolted and brushed a king from a throne. In the annals of crime, she is coupled with a murder as gruesome and enigmatic as the Lizzie Borden case (1893), the Hall-Mills case (1922) or the Gray-Snyder case (1927).

Her name was Henriette Desportes. Daughter of impoverished nobles, she came at 28 as governess to



HENRIETTE DESPORTES



THE DUKE DE PRASLIN

the home of Duke Theobald de Praslin and his jealous Corsican wife. For six years she taught the duke's children, brought love into a loveless household, won the duchess' envy and dismissal in disgrace.

At daybreak on Aug. 18, 1847 the Duchess de Praslin was found hacked to pieces in her bedroom. Henriette Desportes was arrested as an accomplice, thrown into prison, reviled as a siren. The duke's suicide further enraged the populace against King Louis Philippe's regime. Though Henriette won her acquittal in court, she watched during the following



PRASLIN HOME ON RUE DU FAUBOURG-SAINT-HONORÉ

February the abdication of the king and the revolt of the people on the barricaded boulevards of Paris.

The rest of Henriette's life is only suggested in this Warner Brothers movie, whose sumptuous appointments and excellent cast compensate for its length (2 hr. 20 min.) and tediousness. But in the novel from which the film is made, Henriette's great-niece, Rachel Field, did justice to the French governess who, after tragedy in France, came to America in 1849, married the Rev. Henry Field (brother of Cyrus who laid the first Atlantic cable) and won the respect of such eminent Americans as Samuel Morse, William Cullen Bryant and Harriet Beecher Stowe.

CONTINUED ON NEXT PAGE



Now teacher is Henriette Desportes (Bette Davis), just arrived from France (1849) to teach the daughters of

Vanderbilt, Schuyler and Brevoort. As they already know her as "notorious Mlle D," she tells her story.



New governess to the Duke de Praslin's (Charles Boyer) children, Henriette learns that the duchess is jealous of

her husband. But she ignores the servants' ominous whispers, wins children's love and the duke's gratitude



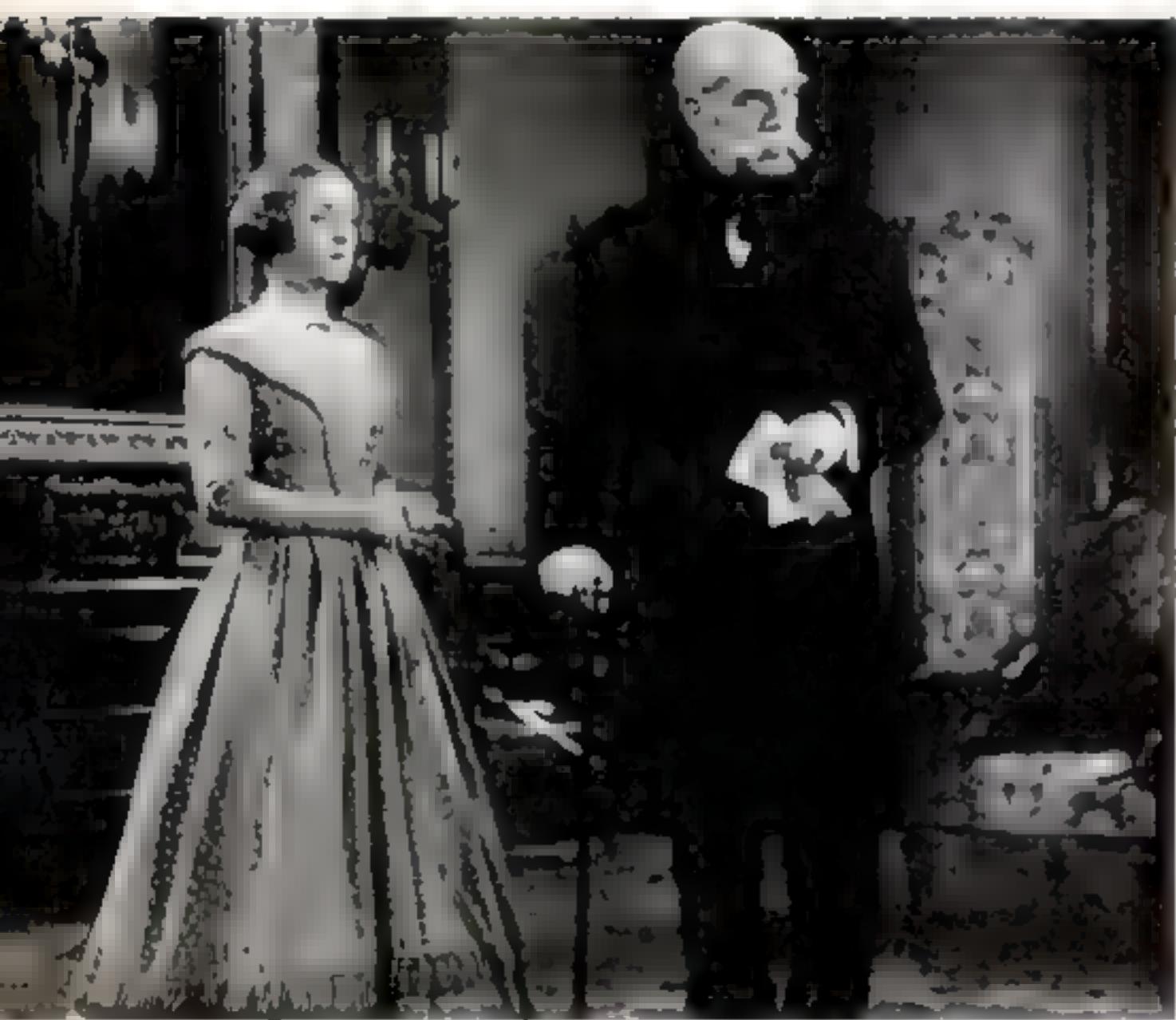
A mother's care is bestowed by Henriette on Raynald, the youngest child, after the selfish duchess takes him

ending on a raw afternoon. When his cold develops into diphtheria, Henriette nurses him through the crisis.

All This, And Heaven Too



A box at the theater to see French Tragedie Italique is taken by the duke for his daughter Louise and her governess, who the actress visits in Corsica.



A storm breaks over Henriette when the duchess' father, armed with printed gossip, upbraids her. For the time, Henriette is permitted to stay to play folk



Before the House of Peers Henriette is charged with goading the duke to crime. She denies it, is taken to a chamber where the duke lies dying of poison.



After the show, the duke and Louise dance gaily in the nursery, while Henriette plays the piano for them. But one of the duchess' spies sees them and forwards scandal sheet gossip to Corsica.



A taunting answer is given by the furious duchess when the duke brings a letter of recommendation for the discharged governess. At day's end she's forced once more to hide in her bedroom.



In a prison graveyard Henriette, released for lack of evidence, places a flower on the duke's nameless grave. An American prospector, Henry Field, helps her find new life and hope in America.

Nature makes Beer



A wholesome beverage, it deserves to be sold only in wholesome surroundings

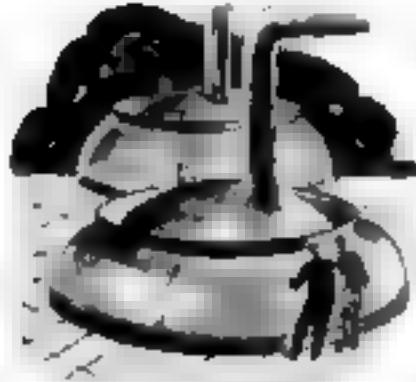
A NATURAL PROCESS
CONVERTS MALTED
GRAIN AND HOPS
INTO BEER AND ALE!



Beer and ale are produced by fermentation—one of the most familiar and useful natural processes known to man. The brewing of beer and ale was first discovered thousands of years ago.

CENTURIES OF
BREWING EXPERIENCE
ARE APPLIED TO MAKE
BEER TASTE BETTER

Although Mother Nature brews beer, the Brewer's skill is needed to make beer taste as good as it does today. Modern knowledge of brewing is the result of centuries of experience.



Simple natural ingredients—malted barley and other grains, yeast, pure water, and hops for flavor—that's what beer and ale are made of.

A natural fermentation process converts these ingredients into foaming beer and ale—low in alcoholic content, but rich in flavor—the *beverages of moderation*.

But it is not enough that beer itself is wholesome. For your protection the *place* where beer is sold should be clean and wholesome, too.

That is why the Brewing Industry has instituted a "clean-up or close-up" program to eliminate any undesirable beer retail establishments. This program is now in effect in a number of states. It is being extended.

We'd like to tell you about it in an interesting booklet. Write:—United Brewers Industrial Foundation, Dept. A16, 21 East 40th Street, New York, N. Y.

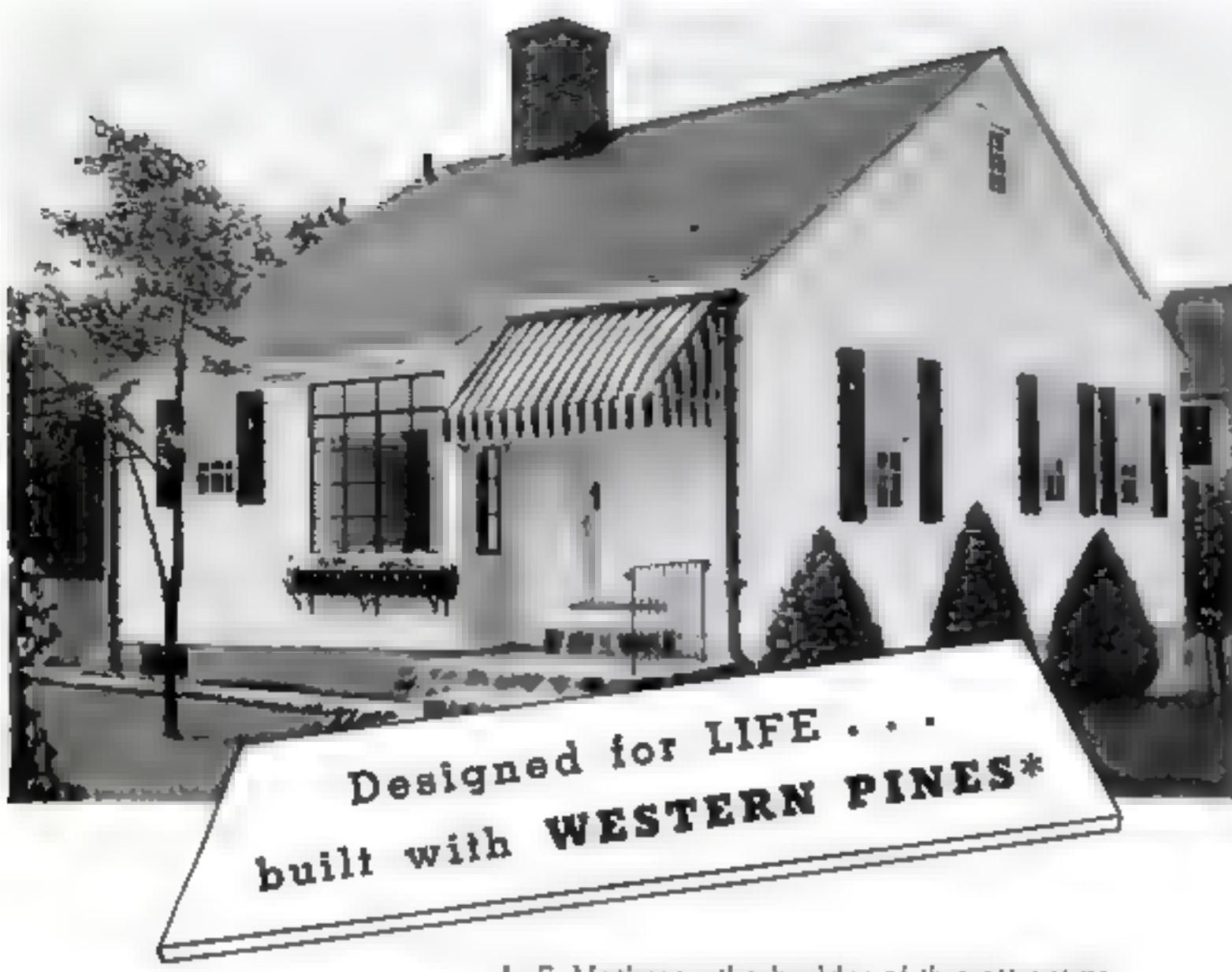


TODAY... A NEW KIND OF TAVERN BRINGS YOU GOOD BEER AND ALE IN CLEAN, WHOLESOME SURROUNDINGS

Most beer taverns today are respectable, and law-abiding, and inviting. The Brewing Industry wants the few but objectionable "black sheep" establishments eliminated. To do this, the Industry now cooperates closely with law-enforcement officers in a growing number of states.



BEER...A BEVERAGE OF MODERATION FOR THE NATION



A. F. Mathews, the builder of this attractive LIFE sponsored home in West Brighton, N. Y., has given special thought to exterior walls. For this vital feature - defense against the elements - he selected enduring Western Pines. No siding exceeds these thoroughly seasoned woods for long life and lasting beauty. Even grained they respond superbly to the craftsman's skill. Soft textured and smooth surfaced they are the painter's joy.

For siding, exterior trim, cornice work and shutters, for doors, windows and interior trim, for built-in fixtures and choice paneling, no finer woods exist. Write today for a FREE copy of Building Your Home, an illustrated booklet showing many beautiful uses of the Western Pines. Western Pine Association Dept. Y-147, Yeon Building, Portland, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine

— THESE ARE THE WESTERN PINES —

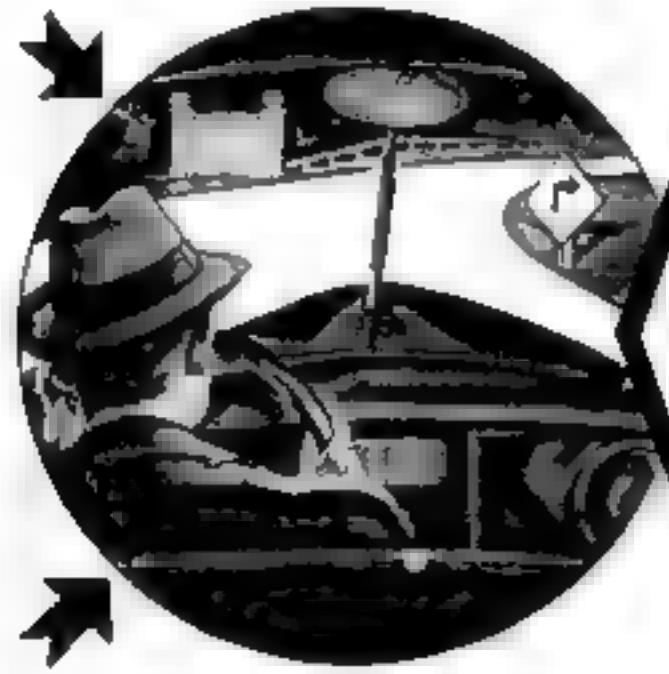
TORRID TEST in the TROPICS

TEMPERATURE
98°

NO UNDERARM ODOR AFTER!

Again, Yodora proves its power to protect in difficult conditions! A nurse supervised this grueling test, in the Caribbean tropics . . . Under her direction, Miss M. K. applied Yodora. Then played deck tennis for three hours in the blazing sun! Result . . . not a hint of underarm odor! Though amazingly efficient, Yodora seems as gentle and silky as

YODORA
DEODORANT CREAM



CONVERT YOUR OLD HEADLIGHTS TO NEW 1940 SEALED BEAMS

You'll be amazed at how much better you can see . . . how much safer and more comfortable night driving becomes. New ARROW Sealed Beam Conversion Units take the place of your present headlights. Cost as little as \$7.75 installed. Ask your dealer or write for catalog. Address P. O. Box 538.

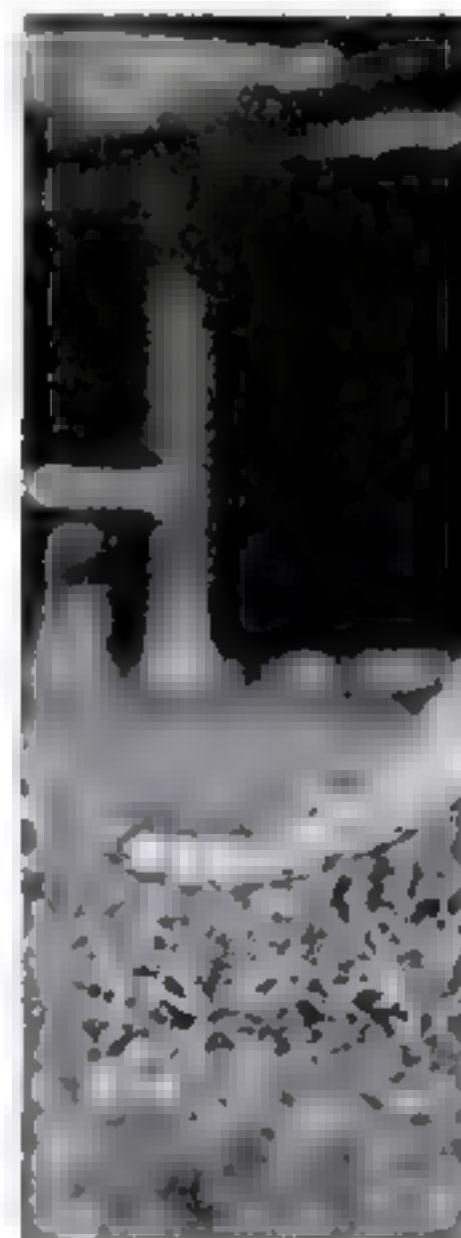
ARROW SAFETY DEVICE CO.
MEDFORD • NEW JERSEY



TWO-MONTHS-OLD "SCARLETT O'HARA," MAKING RAPID PROGRESS OUT OF

CALIFORNIA PSYCHOLOGIST CHARTS

For information on human behavior, psychologists have made careful studies of the habits of a variety of animals ranging from guppies to rhesus monkeys. To this list lions may now be added, as the result of a three-year study by Dr. Joseph Cooper of the University of California at Los Angeles. His report, now in preparation, on the 175 denizens of Guy's Lion Farm near Los Angeles is full of detail, par-



TWO-WEEKS-OLD CUB held up by forequarters flexes hind legs to keep them off ground, tucks stabilizing tail between his legs. Baby lion is born with no instinct to walk.

NATURAL HISTORY



INFANCY, CAN TRAVEL QUICKLY AT AN AMBLING TROT, IS FULL OF MISCHIEF

GROWTH AND HABITS OF LION CUBS

ticularly on lion cubs, not hitherto noted even by keepers. Though born without teeth, baby lions have claws and know how to use them. They learn to walk first with their forelegs and for two weeks drag their hind-quarters after them. In their first two weeks baby lions also begin to develop distinct personalities and are able to express them with the three lion facial expressions—the snarl, the yawn and the grin.



Learning to walk, a two-weeks-old lion stumps around on his forelegs, cannot yet straighten up hind legs. This baby, bottle-fed, is less fierce than mother-fed baby.

CONTINUED ON NEXT PAGE

WHAT SHE SAID ABOUT THE WILD WAVES

"But my dove, your permanent—How on earth do you keep it so lovely?" "Simple m'dear, and comfortable as well. Thanks to Kleinert's SAVA-WAVE* — 'Water Stays Out — Wave Stays In'."

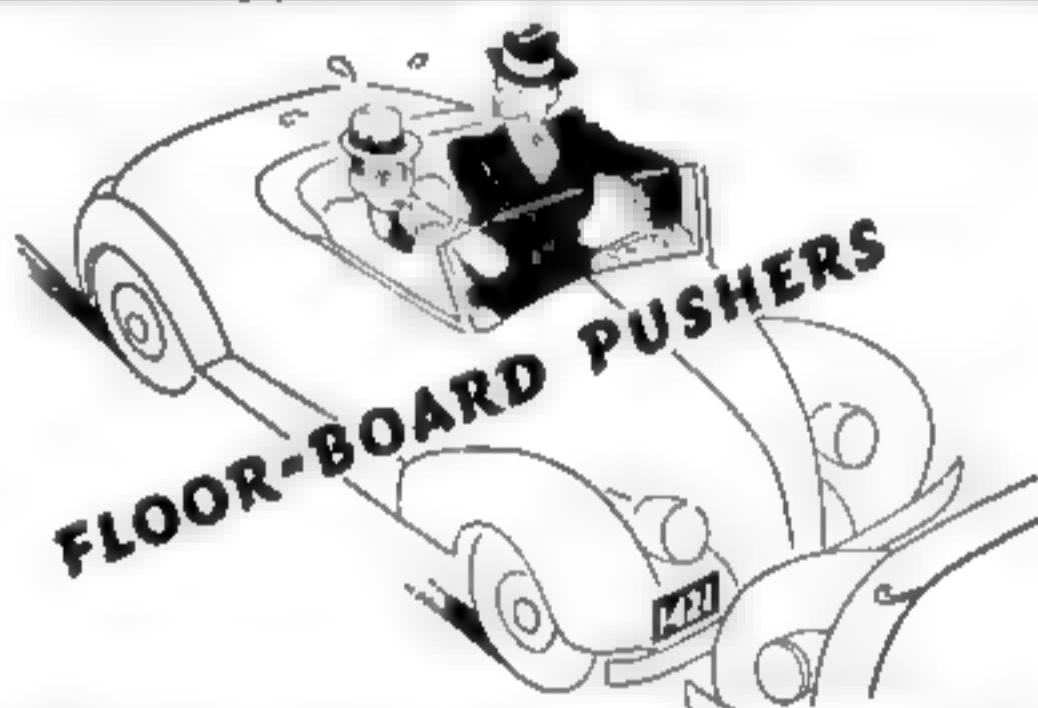


Sava-wave*

THE
GUARANTEED WATER-TIGHT
BATHING CAP

All sizes, rafts of colors. Only one dollar at your favorite store!
*T.M. REG. U.S. PAT. OFF.

Kleinert's*



When your passenger tries to push the floor board out of your car at every side street, be reassuring. Just say: "Listen, you egg. Lay off my floor boards. This car has Grey-Rock Balanced Brake Linings. When we gotta stop, we're gonna stop!" . . . If, by any chance you can't say that, waste no time pulling in where you see the Grey-Rock sign—for here, and only here, trained mechanics can tell you why Grey-Rock means quick, quiet, smooth stops for any passenger car, any truck, any bus; why Grey-Rock means reassurance for yourself and any floor-board pusher.

Give your car an even brake
with
Grey-Rock
BALANCED BRAKE LININGS

U. S. Ashurst Division of Raybestos-Manhattan, Inc.
Monheim, Pa.



THIS
IS THE
SIGN OF A
FIRST-CLASS
SERVICE
STATION

MEN ALWAYS LOOK TWICE

AT A LOVELY "SCHOOLGIRL COMPLEXION!"



**HOW PALMOLIVE, MADE WITH OLIVE OIL,
HELPS KEEP SKIN SMOOTH, ALLURING!**

I ALWAYS GET JEALOUS WHEN I'M OUT WITH YOU! YOU KNOW SO MANY NICE MEN! I WISH I COULD TRADE MY DRY, LIFELESS SKIN FOR YOUR LOVELY "SCHOOLGIRL COMPLEXION"! THEN MAYBE ALL THE MEN WOULD WANT TO MEET ME, TOO!



YOU KNOW, MARY, I'VE BEEN MEANING TO ASK YOU WHY YOU DON'T TRY PALMOLIVE SOAP! IT'S SUCH A HELP IN GUARDING AGAINST DRY SKIN!



DO YOU MEAN TO TELL ME THAT SUCH A SIMPLE THING AS PALMOLIVE SOAP IS RESPONSIBLE FOR YOUR "SCHOOLGIRL COMPLEXION"? WELL, I'M GOING TO START USING IT THIS VERY DAY!



**MADE WITH Olive Oil
TO KEEP SKIN SOFT, SMOOTH**

Lion cubs (continued)



Five-months-old male Ben is still playful but his weight (55 lb.), his claws and teeth make him a dangerous house pet. His chief pleasure is rough-housing with mates.



Adult lion brawl, in stockade at Guy's Lion Farm, is most often set off by a cantankerous lion with an attack from behind. Victim whirls, other lions join and the brawl is on. Chief weapons are claws and the fight ends when keepers train streams of water on them.



At long last a really smoother cigarette

GOOD OLD-FASHIONED **BULKING** MELLOWS THE SMOKE

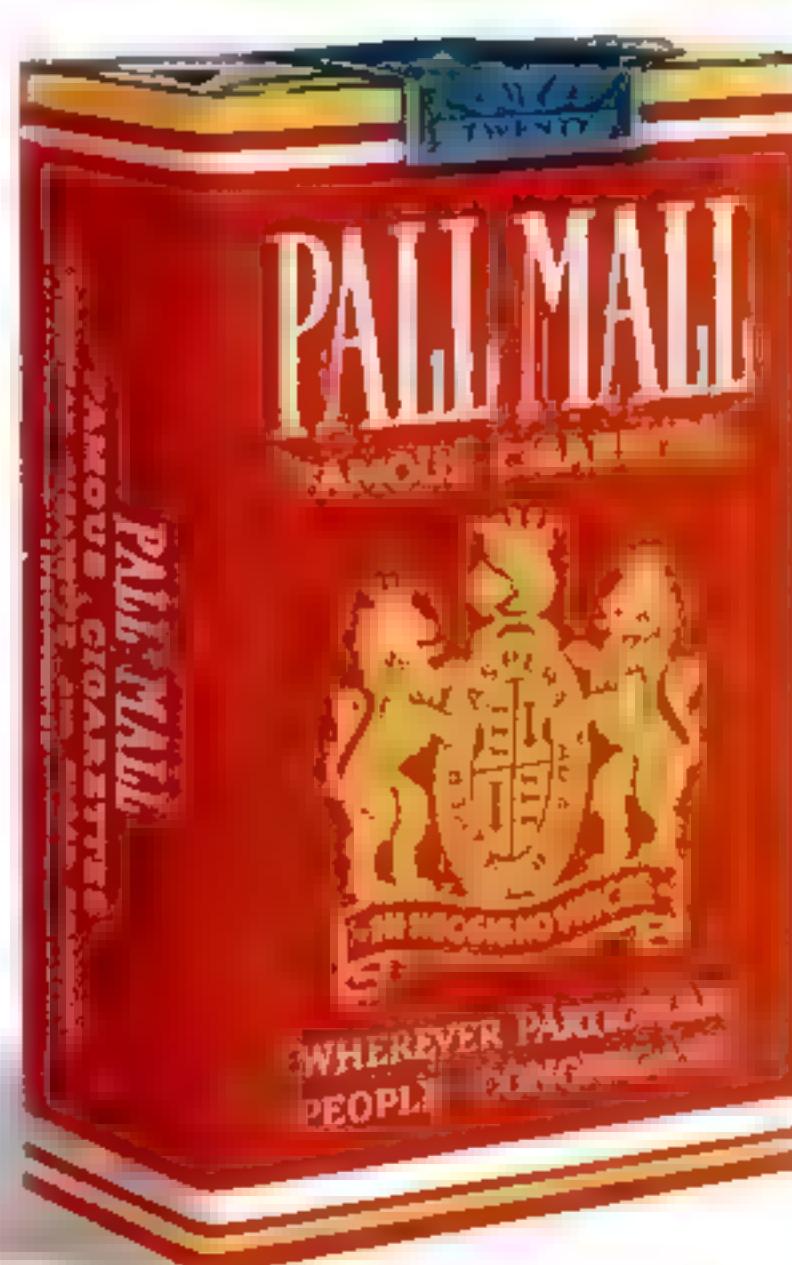
● PROGRESS, Webster says, is "movement forward."

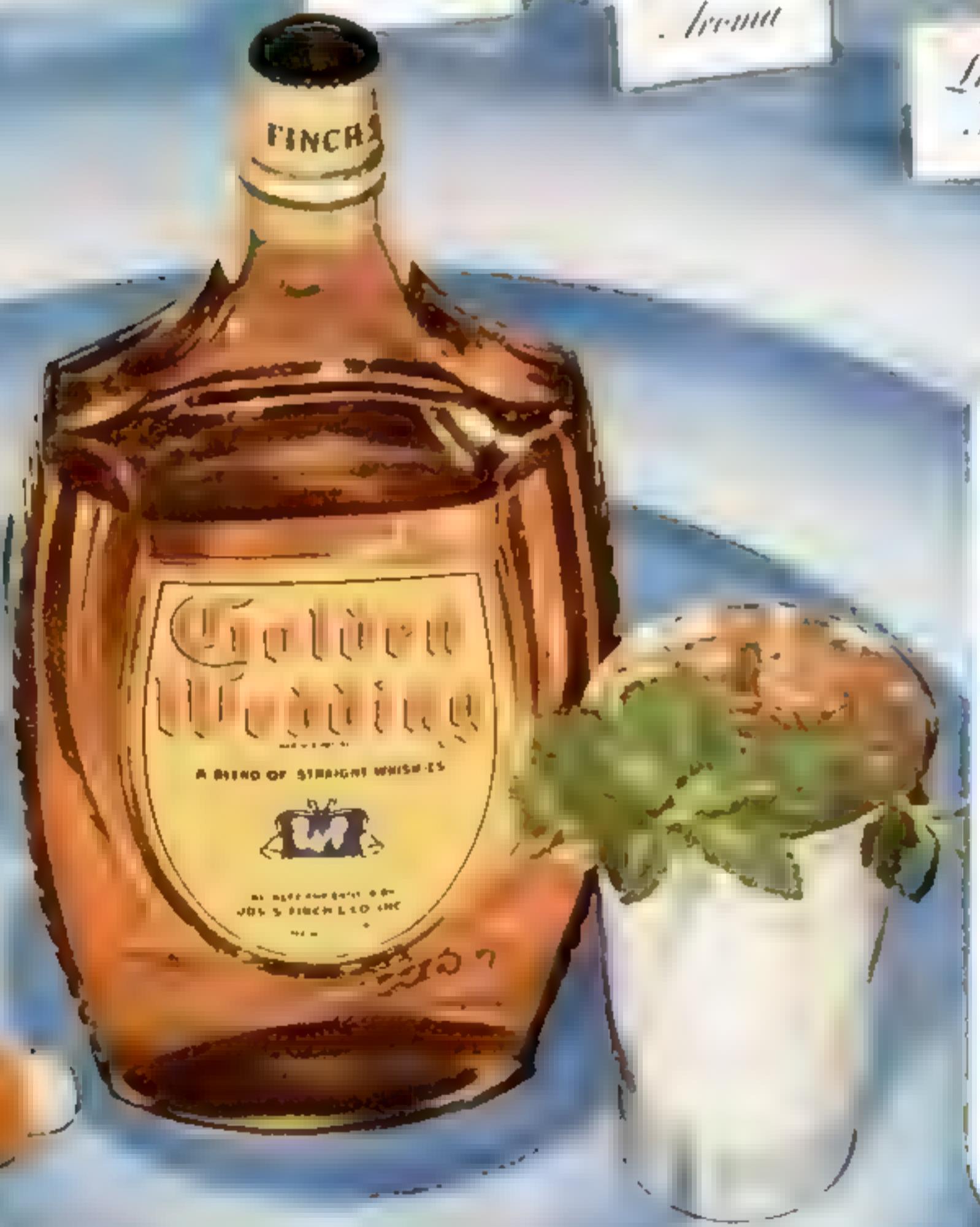
Yet Pall Mall demonstrates that progress can be made by moving back through the years. For Pall Mall has revived an old-fashioned, painstaking, all-but-forgotten method for mellowing fine tobaccos...**BULKING**.

In **BULKING**, the superb Pall Mall tobaccos are rested together in aromatic heaps. Thus bulked, they slowly generate a warmth of their own. Given sufficient time under this benign influence (careful, old-fashioned, conscientious workmanship takes time), harsh qualities grow mild; subtle aromas and flavors are released, they permeate every shred of tobacco. The result is a mellower, kindlier smoke, a really smoother cigarette.

Pall Mall is a cooler cigarette too—because the additional length travels the smoke further. And (an impressive fact) there is noticeably less finger stain with Pall Mall.

Yourself, try Pall Mall critically. Decidedly cooler and smoother, its price remains but 15¢ for twenty.





FIVE GREAT WHISKIES *Wedded* INTO Golden Wedding



A sip of any one of the whiskies in these decanters would be delightful. For, as you see, they are aged 4 to 11 years, and each is noted for one very desirable outstanding quality. But to taste each separately would be to miss the contribution of the other four.

For no one whiskey, however fine, could give you the full rounded, ideally smooth taste you enjoy in *Golden Wedding*—Five Great Whiskies skillfully "Wedded" into One! Tonight, savor *Golden Wedding* at home or try it at your favorite bar.

"HAS HAD NO PEERS FOR FIFTY YEARS!"

A Blend of Straight Whiskies—90 Proof—Bourbon or Rye. The straight whiskies in *Golden Wedding* are 4 years or more old, 11%, one straight whiskey 5 years old 9%, one straight whiskey 6 years old 1%, one straight whiskey 11 years old, 8%, two straight whiskies 4 years old. (Copr. 1940, Jos. S. Finch & Co., Inc., Schenley, Pa.)



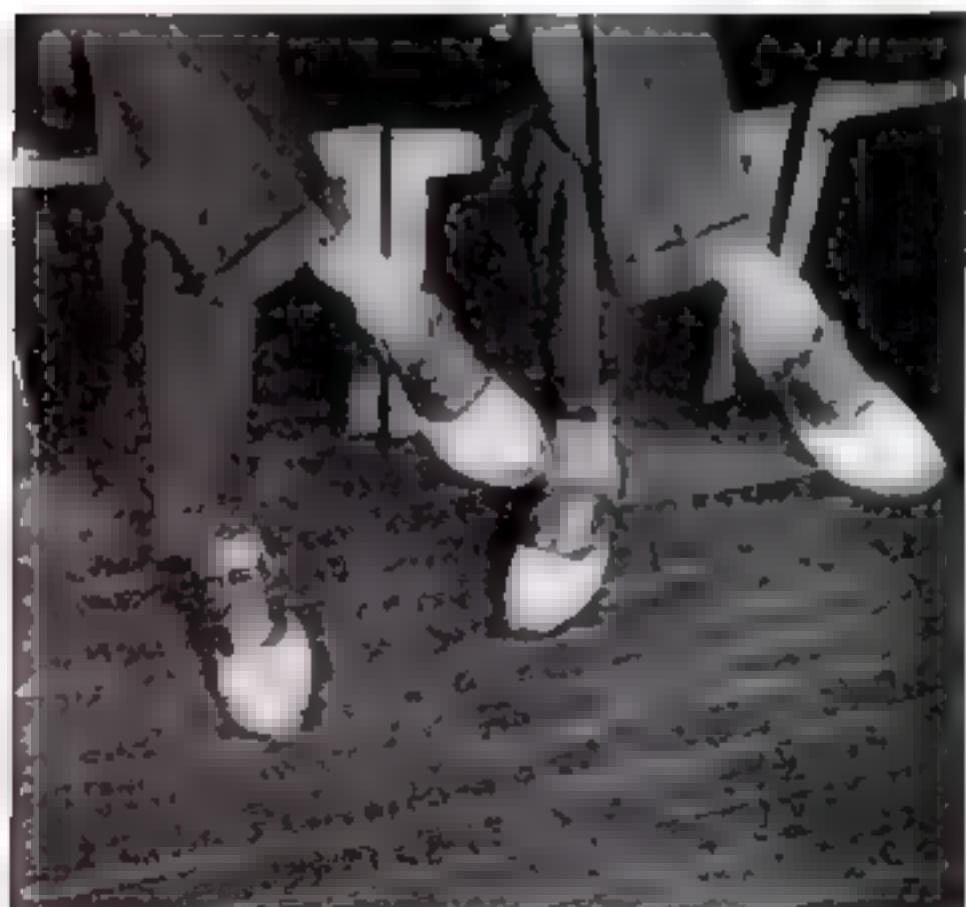
(LEFT TO RIGHT) BILL MURPHY, EARL SHANKEN, PEG AND PAT HUTCHINSON, COURTNEY SHANKEN AND CHET MURPHY ARE THREE PAIRS OF DR. NEWMAN'S SUBJECTS

UNIVERSITY OF CHICAGO PROFESSOR REPORTS ON MULTIPLE HUMAN BIRTHS

For a quarter of a century Professor H. H. Newman of the University of Chicago has studied twins. Next October he will publish his researches in a fascinating book, *Multiple Human Births*. On this and the following pages LIFE shows three pairs of Dr. Newman's subjects and shows some of their characteristics. Bill and Chet Murphy are champion tennis players. Peg and Pat Hutchinson are honor students. Earl and Courtney Shanken are gymnasts—all being students at the University. About two out of 86

people in the U. S. are twins. Most common are "two-egg twins," the product of separately fertilized eggs, who could even have different fathers. They do not necessarily resemble each other. "One-egg twins" may be "identical twins" like the Murphys or "mirror twins" like Peg and Pat whose characteristics are the same but reversed left to right. Dr. Newman is not sure whether the Shankens are one- or two-egg twins.

Supertwins, triplets, quadruplets and quintuplets are the result of the further splitting of twin eggs.



Earl and Courtney unconsciously cross their legs in same direction, which may help prove that they are one-egg twins.



Peg's and Pat's legs are unconsciously crossed oppositely. They are mirror twins but have same hereditary make-up.



Chet and Bill Murphy cross their legs in opposite directions and have different favorite postures, though "identical."

Twins (continued)



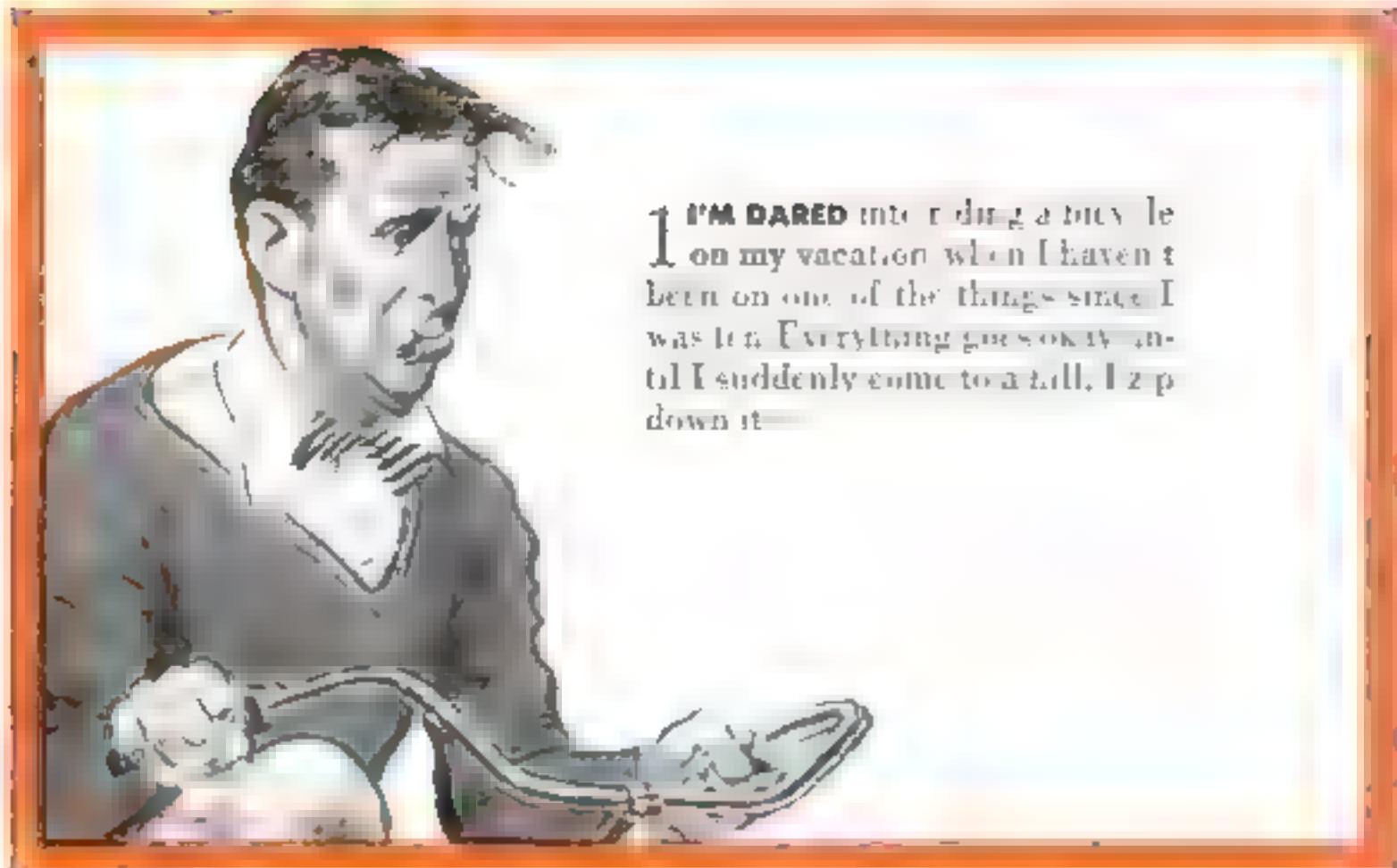
"Mirror twins," Pat (left) and Peg even reverse each other's actions when they are relaxing. "Left-sided" Pat tucks her left leg under her, her twin sits on her right.



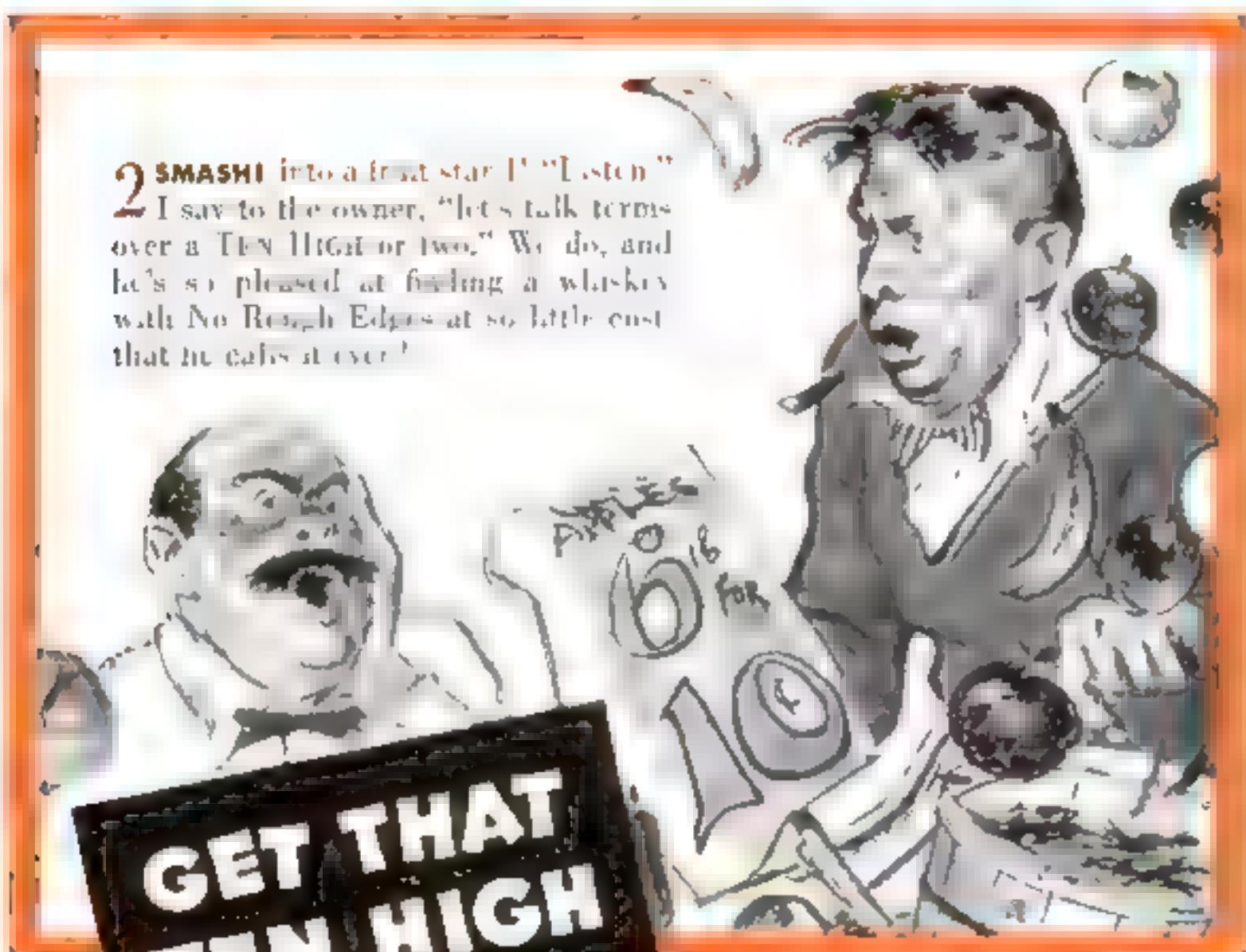
Peg is right-handed, Pat left-handed, but their writing, like the other physical characteristics of "one-egg twins," is similar. Even their fingerprints are very much alike.



The hair whorls on the top of the twins' heads grow in opposite directions. Pat's hair (left) grows clockwise while Peg's hair can be seen to grow counterclockwise.



I'M DARED into doing a buy I
on my vacation when I haven't
been on one of the things since I
was ten. Everything goes on my until
I suddenly come to a hill. I zip
down it—



2 SMASH! into a frat star! "Listen,"
I say to the owner, "let's talk terms
over a TEN HIGH or two." We do, and
he's so pleased at finding a whisky
with No Reach Edges at so little cost
that he calls it over!



GET THAT
TEN HIGH
SMILE!

TEN HIGH'S
A REAL FIND!
THERE'S DOUBLE
YOUR ENJOYMENT
IN THAT
SMOOTH,
FLAVOR!

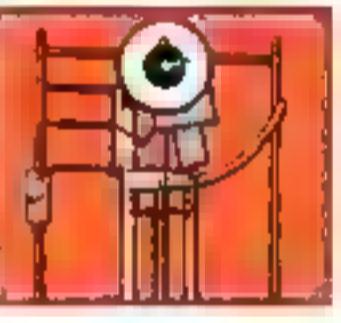
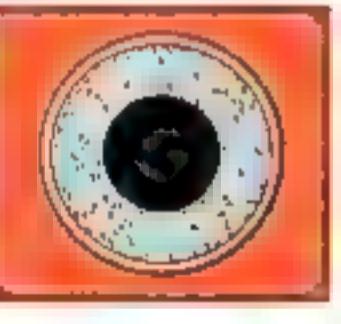
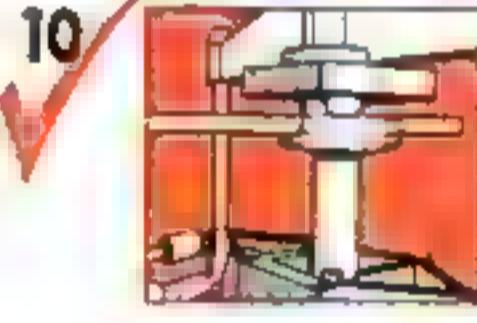
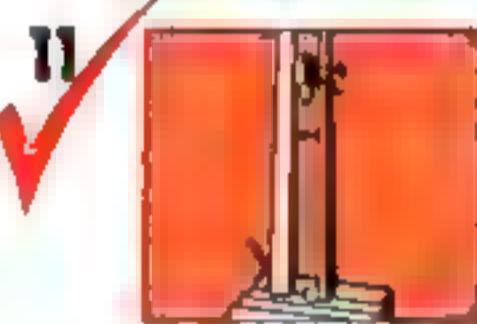
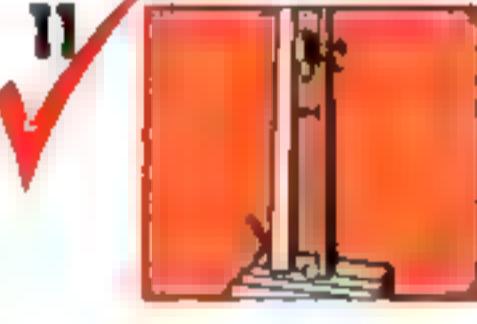
90 proof
Hiram Walker
& Sons Inc.
Peoria, Ill.

Straight Bourbon Whiskey • Straight Rye Whiskey

Double your enjoyment with
TEN HIGH

This is the Ball that checks built

TRUE BLUE
U. S. ROYAL

	<p>1 This is the Center, strong and sound, Filled with liquid and perfectly round. This is the way we make our start— Each ball is built with a rugged heart.</p> <p>The Start of the ball that checks built.</p>
	<p>2 This is the Bear—one minute please! We call it the Bear because of its squeeze, Which flattens each center pancake thin, Making certain the liquid forever stays in.</p> <p>The Heart of the ball that checks built.</p>
	<p>3 This is the Thread that is packed with strength From end to end of its lively length. The edges are even, the stretch is right, We call it our "Rubber Dynamite."</p> <p>There's Power in the ball that checks built.</p>
	<p>4 This is the Tugger, whose sensitive hand Tugs and tests each inch, each strand. For strains and stresses it makes the test, It throws out the bad and passes the best—</p> <p>To Wind in the ball that checks built.</p>
	<p>5 This is the Core in which we find The thread and the center securely combined. With tension terrific the thread is wound, Making a ball that is perfectly round.</p> <p>It's True—the ball that checks built.</p>
	<p>6 This is the keen-eyed "Men in White"— Gauges and lenses aid his sight To compare, compress, to weigh, inspect, Demanding perfection in every respect.</p> <p>He Checks the ball that checks built.</p>
	<p>7 This is the Cover, tough but thin, That houses the center and core within— It adds to the life and the length of the ball, This vital, important Outer Wall.</p> <p>That Armors the ball that checks built.</p>
	<p>8 Here's the Selector and Rejector as well— If anything's wrong, this test will tell. If the ball is just right, with no sign of taint, It passes this test and is ready for paint.</p> <p>Re-checking the ball that checks built.</p>
	<p>9 This is the Artist whose master touch Sprays never too little—never too much, Giving each ball its coat of white, Glossy and even, smooth and bright.</p> <p>The Paint on the ball that checks built.</p>
	<p>10 Here's the Compressor, whose one-ton bite Instantly tells which balls are right, It passes the true ones, throws out the rest— It only approves the balls that are best.</p> <p>And These are the balls that checks built.</p>
	<p>11 This is the Guillotine, whose weighted knife Tells if the balls will be blessed with long life. The heavy knife falls and we refuse To pass a ball with a sign of a bruise.</p> <p>They are Tough—the balls that checks built.</p>
	<p>12 This is the Pro, who knows his stuff— He knows a long ball, he knows if it's tough. He's free to choose, and he makes his choice— In praise of TRUE BLUE he lifts his voice.</p> <p>He Plays the ball that checks built.</p>

And here's the FOURSOME, happy and gay,
Ready to start on their merry way.
Cheerful as larks on a day in May.
They are happy because, of course, they play

The wonderful ball that checks built.

The new TRUE BLUE, new construction—different inside and out—engineered for greater distance—truer flight—more accurate puts—75¢.

TRUE BLUE U.S. ROYAL
The most talked about golf ball of the year

UNITED STATES RUBBER COMPANY
Rockefeller Center, New York



Twins (continued)

FREE!

A RED HEART
TRUE LIFE
STORY

John Morrell & Co.
Ottumwa, Iowa

Gentlemen: This sounds unbelievable but it's true. I heard a roaring sound and rushed out to find the roof of our house on fire.

We had no phone or car by neighbors. My husband had gone downtown. I was frantic. Quickly I scribbled a note, "The house is on fire, and try at to Roselawn collar. Find Harry quick!" I shouted. See a flesh hatchet was on his way. How I hoped and prayed he would bring help before it was too late.

Dear my husband and the firemen came and put out the fire. Absolute heroes on red heart dog food, and you may be sure we get 3 plaudits from a grateful mother.

Mrs. A. Sublette
Marshall, Ill.

More Dogs Eat Red Heart than Any Other Dog Food*

From thousands of appreciative dog owners have come enthusiastic letters about the high quality and stimulating appetite appeal of Red Heart 3-flavor Dog Food.

This well-balanced food is made in federally inspected plants from clean, wholesome meat and meat by-products, vegetable and bone meals, cereals, cod-liver oil, Fleischmann's High-Vitamin Irradiated Yeast. It provides abundant supplies of

Anti-infective Vitamin A, Anti-neuritic Vitamin B₁, Sunshine Vitamin D, Growth Vitamin G, and other essential vitamins. Laboratory-tested and kennel-proved Always insist on Red Heart . . . the 3-flavor dog food. Accept no substitutes.

Feed economical Red Heart 3-flavor Dog Biscuits, too. Heart-shaped or kibbled. They furnish abundance of vitamins, vigorous gnawing exercise, and solid nourishment.

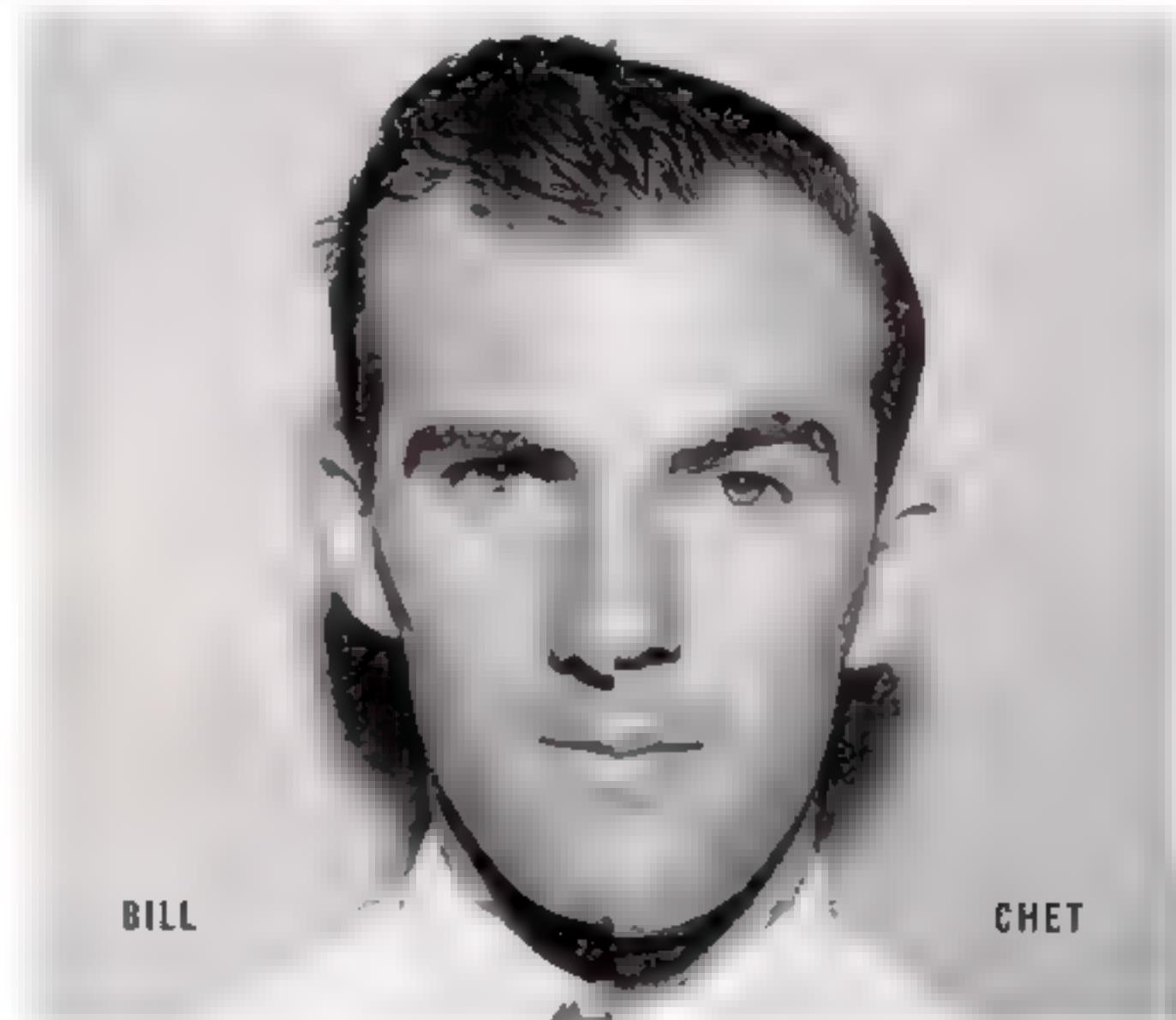
*According to independent, nationwide surveys.



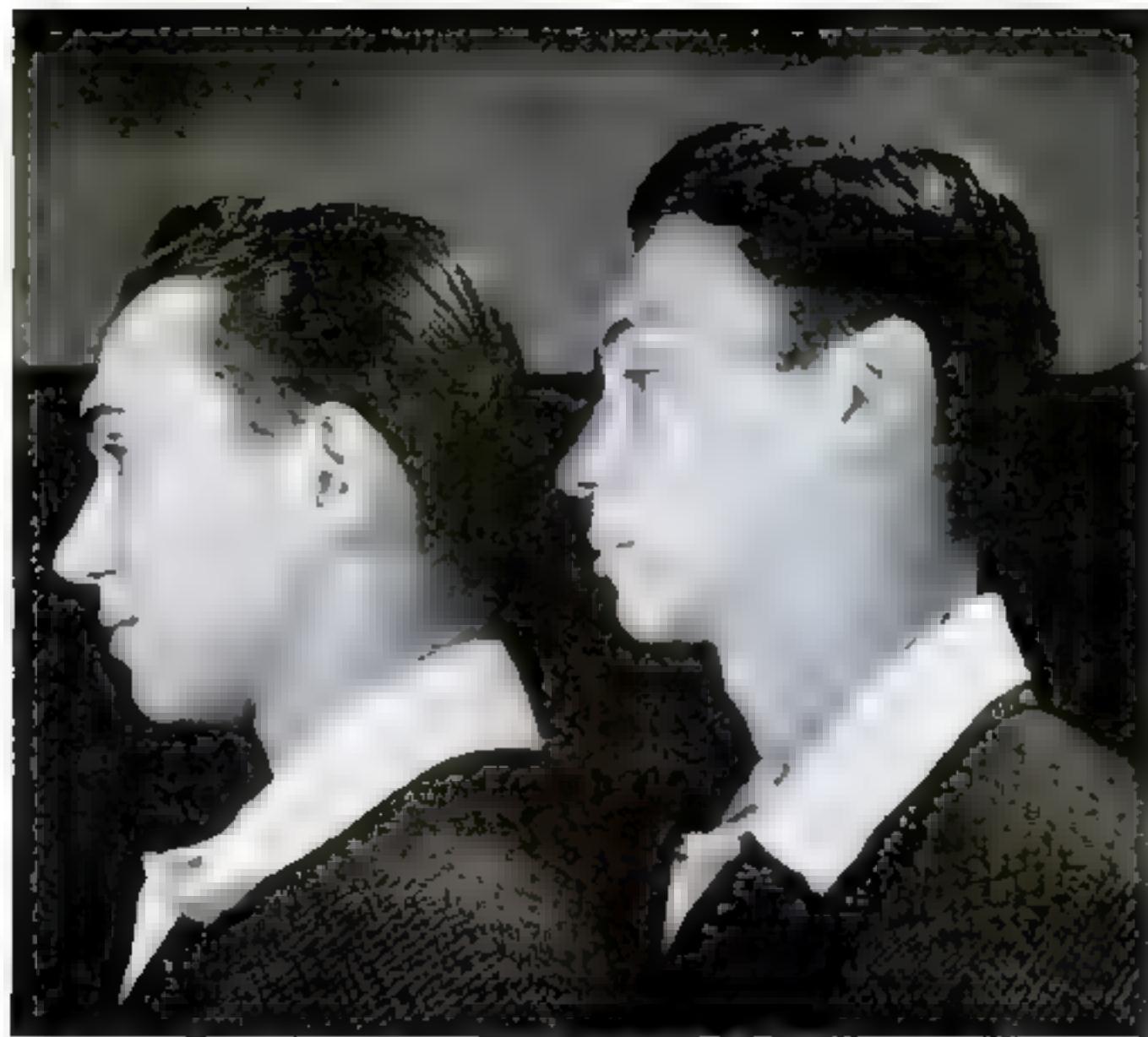
Chet and Bill Murphy are easy to tell apart in profile because Chet's nose has been twice broken. Except on the tennis court they make a point of dressing differently.



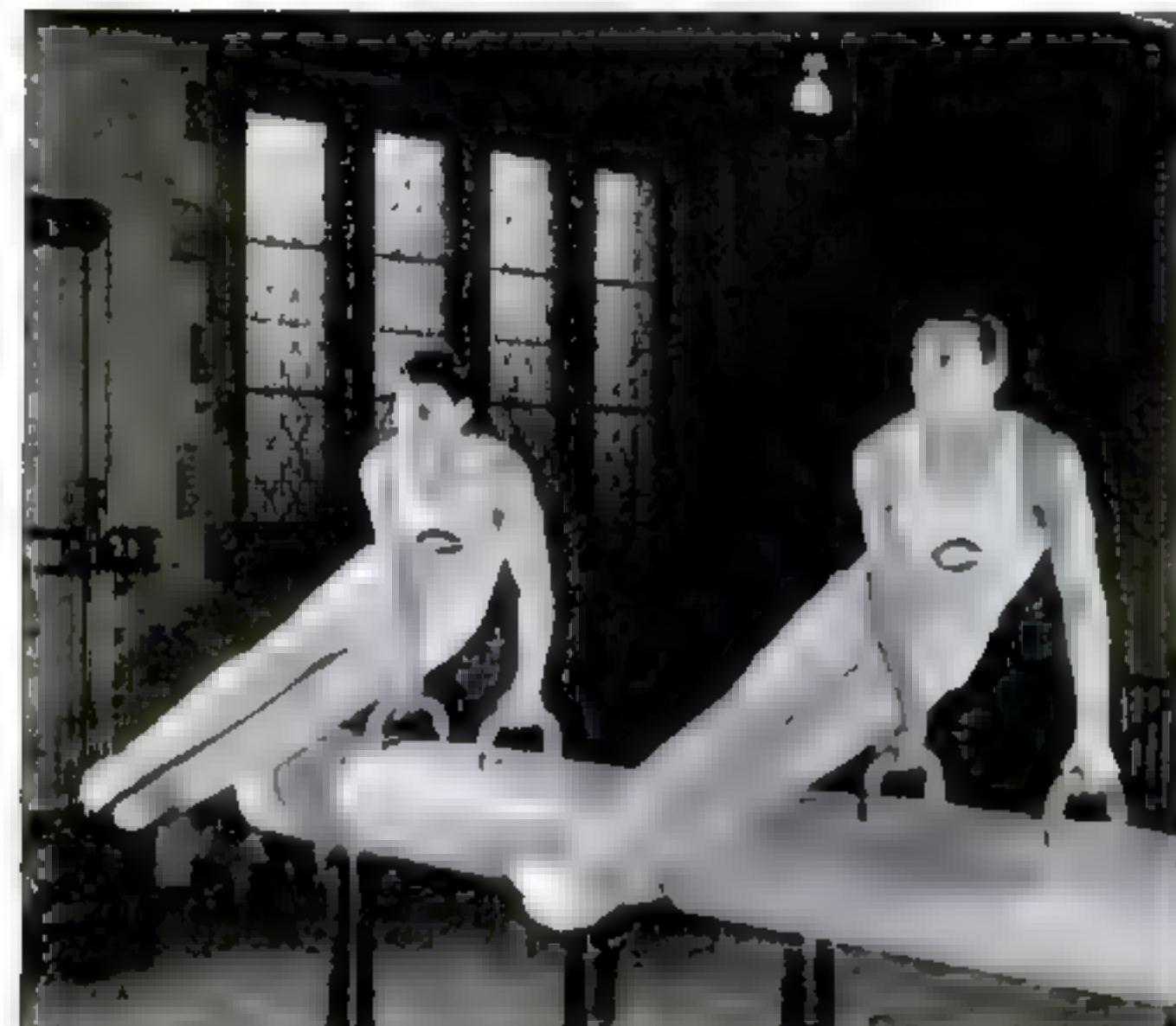
Both right-handers, the Murphys are a powerful doubles team, play about equally well. In school they took the same courses and got the same marks in examinations.



A composite photograph of the right half of Bill's face and the left half of Chet's shows remarkable similarity of features. Their handwritings, however, differ greatly.



Shanken twins may not be identical twins, Dr. Newman thinks, in spite of their marked resemblance. Courtney (left) and Earl differ in height, general personality.



Both gymnasts, Courtney (right) and Earl are not planning similar careers aside from athletics. Earl plans to be a doctor; Courtney will major in political science.



Twins' hands, Courtney's (left) and Earl's, have the same general structure and size. Earl's feet, however, are considerably longer and wider than his brother's.

TAN BEAUTIFULLY WITHOUT BURNING!

Here's a marvelous scientific product, SKOL, that actually filters out those rays of the sun that cause blisters and ugly, painful redness.

- Skol lets you tan comfortably, beautifully, even if you are blond. Made after a formula originally developed in Sweden for snow burn, Skol is now used on beaches in 25 countries

Be sure to apply Skol before you go out in the sun and again after each swim! It's not greasy, doesn't show, won't pick up sand. Skol Company, Inc., New York.

SKOL

NOT OILY
NOT GREASY

SKOL COMPANY, INC., NEW YORK

Searching for Romance? Enhance Your Beauty the Luxor way!

*SYD SYMONS,
Famous Make-up Stylist
to the Stars, Says:

"Romance is every girl's right . . . but romance comes oftenest to those who carefully make the most of their beauty, enhance their charm with cosmetics styled for natural, youthful glamour. That's why LUXOR can help you . . . for LUXOR Cosmetics are created especially as the beauty aids for lovely American youth!"



Here Are Your Luxor Cosmetics ... WITH SYDNEY'S BEAUTY ADVICE!

LUXOR COMPLEXION POWDER . . . SILKEN PLATTERY TO YOUR FEATURES!

It's finer, more caressing than ever, this Luxor Powder. And it comes in six new blended shades created for youthful loveliness. Also Highlight White, to aid you in Sydney's new make-up technique.



*SYDNEY SAYS:

"The six smartest powder shades today are the new Luxor shades, skilfully blended to bring out the natural beauty of your skin. And with Luxor High-light White to help accentuate or soften the modeling of your face, you will always look your best!"

SMOOTH, LIGHT, NATURAL . . . THAT'S LUXOR ROUGE!

Yes, satin smooth and warm-hued is this glamour-styled Rouge. Its smart shades and fine texture will help you make the most of your charm!



*SYDNEY SAYS:

"Use absorbent cotton to pat your LUXOR ROUGE on. Smooth with upward strokes of your fingers to achieve a HEALTHY GLOW. Then blend with your LUXOR POWDER for a NATURAL COLOR."

LUXOR LIPSTICK . . . STYLED FOR YOUTHFUL, ENCHANTING SMILES!

Yours in five vibrant, up-to-the-minute shades . . . and it leaves no greasy shine on your lips. You'll think it was designed for your beauty!



*SYDNEY SAYS:

"Your mouth sounds the keynote to your whole personality. Create a mouth of glamour and beauty . . . SKETCH your mouth to loveliness with LUXOR LIPSTICK. Outline your lips with lipstick, then fill in liberally. Blot lips with cleansing tissue for neatness."

FOR NEW LOVELINESS

AT GOOD TOILET GOODS
COUNTERS EVERYWHERE

Luxor

*Write for Sydney's FREE Glamour
Make-up Secrets. Luxor Ltd., Chicago, Ill.

THEATER



Carol lies on her bed at home where she lives with her parents and younger sister. Carol gives her mother her entire pay check, says her own weekly expenses are \$5.

CAROL BRUCE IS BREEZIEST YOUNG STARLET IN "LOUISIANA PURCHASE"

The news about Carol Bruce is that she is one of the prettiest things on two legs. This summer Carol is getting her first big chance to sing on Broadway in the current hit, *Louisiana Purchase*. Every night at 10:30 she breaks into Irving Berlin's stirring new song, *The Lord Done Fixed Up My Soul*, and stops the show with her deep-throated purity. Ten minutes later in a definitely secular bedroom scene (LIFE, June 10), Carol proves that she is one of the few girls in the world whose entertainment value is equally great whether she sings spiritual or just stands around in her underthings.

Carol is only 20 but she has worked and waited a long time to be toasted as a rising musical-comedy star. At 14 she helped support her family in New York by selling hosiery at a department store during the day. At 15 she graduated youngest in her class from Erasmus High School in Brooklyn, which she had to attend at night. At 16 Carol was a model for bathing suits in a wholesale house, spent her lunch hour hunting stage jobs. Finally she was booked to sing with a swing band in Montreal, later starred with Larry Clinton's band in New York.

In the theater Carol has had good jobs and bad luck. She left George White's *Scandals* because her part was not big enough and last fall she sang in a flop show that never reached Broadway. But Carol feels that fate was holding her back for her big success, and says, "I'm just thrilled to death."

Speaking of marriage and the future, Carol declares: "I'm a romanticist, but right now my whole heart's in my work. I want to go to Hollywood, of course, and be a singing star like Irene Dunne. But I'm coming back to musical shows because I enjoy all the excitement and backstage comradeship with my friends." Her friends say that comradeship with Carol is very enjoyable, too.



Here she is reading lines out loud from a play script, *Ascent on Youth*, for her dramatic coach. Carol still clings to her childhood ambition to be a serious actress.



Carol practices tap-dancing in her New York apartment, but taps lightly because neighbors below might complain. Also she did not want to move rug for this picture.

CONTINUED ON NEXT PAGE



Ballantine's Ale meets America's desire for an ale that's light—not heavy, not filling. Yet it's a *true* ale, brewed with ale yeasts. For a full century, discriminating drinkers have ordered Ballantine's for its superb flavor—the flavor of ale at its finest!

Why do millions of Americans get more enjoyment from Ballantine's Ale than from any other brew? You'll find the answer in your first glass—enjoy it today. In bottles (12 oz. and full quart) . . . in copper-colored cans (12 oz. and full quart).

Copy, 1940, P. Ballantine & Sons, Newark, N. J.



BALLANTINE'S
America's Largest Selling **ALE**

Carol Bruce (continued)



Carol climbs on a "Jungle Gym" at a children's playground near her parents' home off Riverside Drive. She does not climb here habitually but often walks by for air.



Carol swings for LIFE's photographer, who is hopelessly sentimental and sticks to the old-fashioned idea that a pretty girl and cute children make a popular picture.

TAN with Gaby



TRY IT

on this MONEY-BACK GUARANTEE

Apply GABY before exposure and after swimming—if it doesn't prove 100% satisfactory, return the unused portion to GABY, 914 Walnut Street, Phila., Pa. and your money refunded.

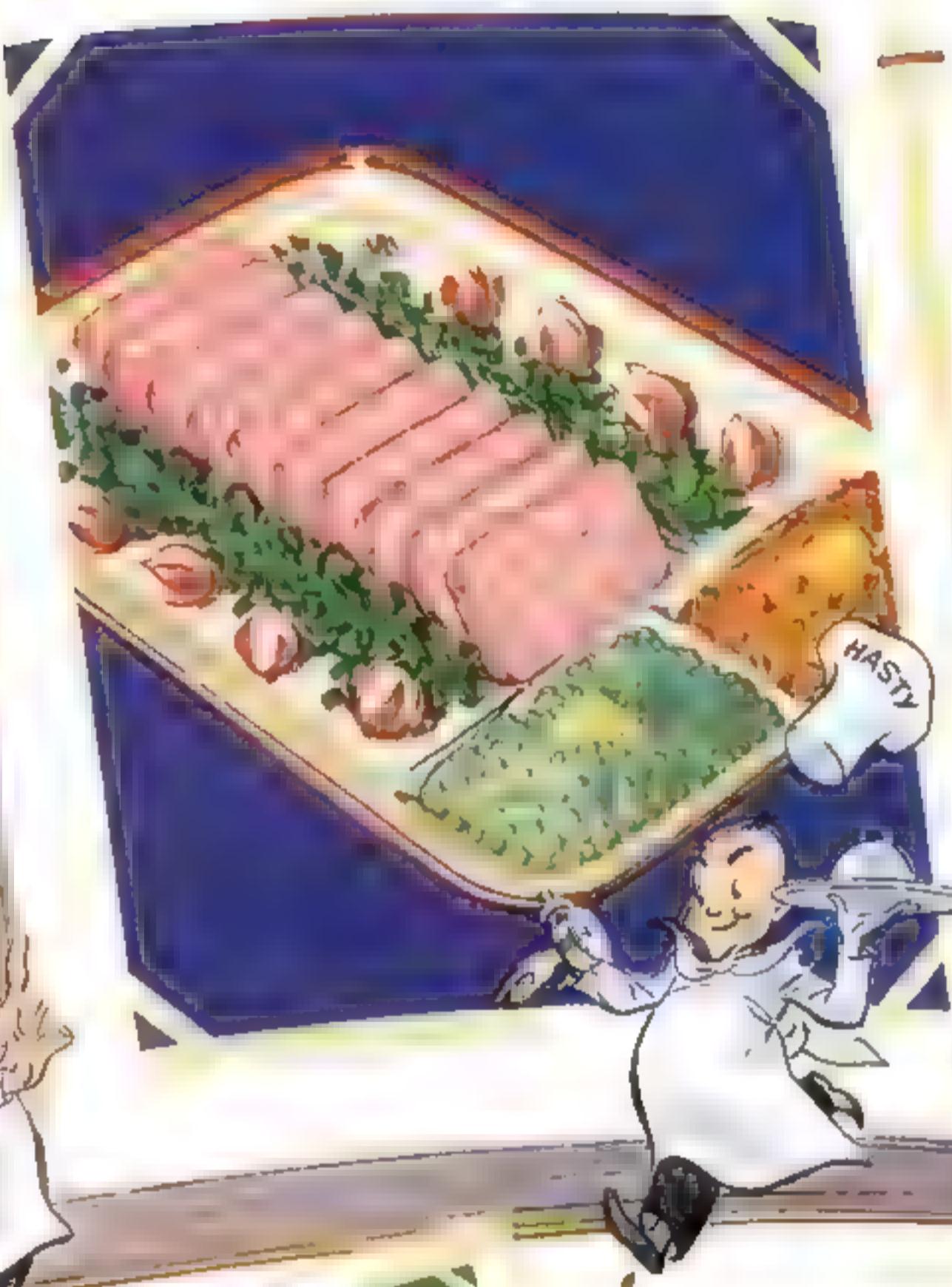


Gaby
GREASELESS SUNTAN LOTION

P. S. GABY GREASELESS HAND LOTION For Lovely Hands

Featuring **Treat** Armour's "new meat"

PRACTICAL
ARMOUR'S
STAR
SUGGESTIONS



• You'll find scores of delicious uses for Treat...not the least of which will be as a cooling cold cut dinner for hot summer days!

Treat's already Vacuum-Cooked, so, to prepare a tempting platter like this just slice as it comes from the can and serve with deviled egg and tomato garnish on a cool, green background of lettuce. Buttered carrots and peas make a nice accompaniment.

Remember, ask for Armour's Treat...the delicately seasoned blend of fine table meats that makes delicious eating in all kinds of dishes—all kinds of weather. Hot or cold, Treat is the flavorful favorite of a hundred menus.



Here's a treat without treat! Bake on ovenware dish full of that flavor-rich Armour's Star Corned Beef Hash for 25 minutes in a 350° oven. Top off with poached eggs and serve. One word of caution, though—be sure you use Armour's Star Corned Beef Hash...it's the perfectly seasoned favorite for perfectly delicious eating.

Another thrifty dish where Armour's Star Corned Beef reigns supreme. Bake a casserole of cooked lima beans with diced Star Corned Beef and 1½ cups of white sauce, for 30 minutes at 350°. Wedges of Star Corned Beef around the edge complete the picture...and the delicious goodness of this quick-fixing dinner.



And here's a winner that should be stocked in every cupboard...Armour's Star Chile Con Carne. No other dish can quite compare to the zesty flavor of this jiffy wonder. Just serve it up in steaming bowls of goodness with crispy soda crackers on the side...you'll want to have it often.



Ask for **ARMOUR'S STAR MEATS**
America's first choice for flavor

Tune in on "YOUR TREAT"
— Armour's New
Coast-to-Coast Radio Show

"He's a Great H



MCCLELLAND BARCLAY

Millions know the Flying Red Horse as a symbol of power, pick-up, smoothness, mileage...of all good qualities! That's why Mobilgas...and its famous teammate Mobiloil...are America's favorites!

performer, too!"



HERE ARE two horses of a different color. Both great performers. The White Horse in a circus—the Red Horse in your car! The Red Horse stands for brilliant "Balanced Performance"—all the pep and power Mobilgas gives you every mile you drive!

Whether you're starting up, sprinting in traffic, or cruising along the highway—Mobilgas delivers all the gasoline qualities your modern motor demands.

It atomizes instantly—fires smoothly—feeds full power to *every* cylinder! Try a tankful. You'll like "Balanced Performance"!

SOCONY-VACUUM OIL COMPANY, INCORPORATED
AND AFFILIATES—Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

8 REASONS WHY MOBILGAS GIVES

Balanced Performance

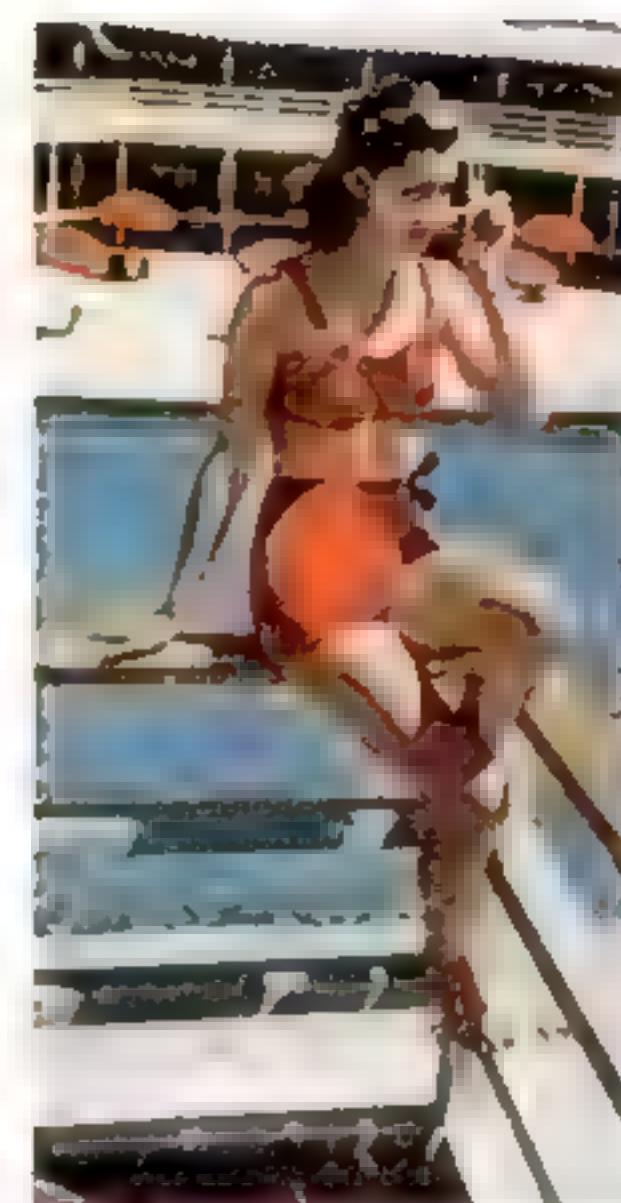
1. Quick starts at all atmospheric temperatures.
2. Fast warm-up—flashing acceleration immediately after starting.
3. Freedom from vapor-lock—no stalling, no "cutting-out" when accelerating.
4. High anti-knock properties.
5. Minimum dilution of crankcase oil.
6. Cleanliness—freedom from dangerous gum-forming and power-clogging elements.
7. Full, smooth power for hills, highways, traffic.
8. Economy of operation every mile.

MODERN LIVING



Boy will meet girl with matching trunks this summer. Identified pants and dabs on sets for men and women prove, and children have, should add to

the gaiety of beaches this year. The free-action suit above is modeled by Peggy McManus, a broncos-busting pole-playing cowgirl from Santa Barbara, Calif.



Trunks and bra, young swimmers' sets, worn by 18-year-old Esther Williams.



The temper suit brings the vogue for bloomers in sporty clothes to the beach.



Sun- and salt-water-proof colors in wool-like fabrics above are a 1936 novelty.



White suit and pants make Esther's slimming swim suit look severe, slacks easier.



Dress-weight woolens in bright solid colors resistant to sun and salt water are being made into ladylike bathing suits like the one above. Some have matching coats.

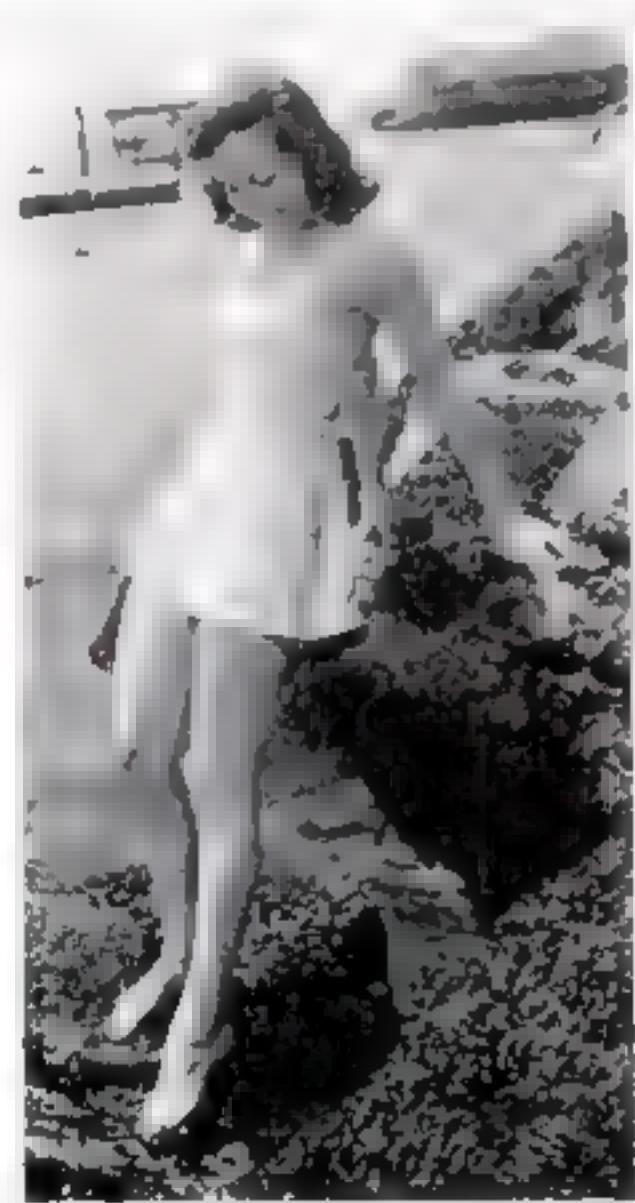
NEW FIGURE-FLATTERING SUITS OF WOOL TAKE SHIVER OUT OF BATHING

If the bathers on the page opposite take a quick dip in the water and pop right out again, they will barely feel damp. That is because they are wearing wool bathing suits. Everyone wore wool when bathing on public beaches first became popular. Our forebears knew that wool offers protection against chills. When drying on the human body it gives off moisture slowly, thus preventing too rapid cooling.

For the past ten years, however, the only wool suits available have been the classic swim suits. Women with bulges know that only their well-curved sisters should wear them. Meanwhile beachwear manufacturers have been making figure-flattering, flaw-concealing suits of rayon, cotton and elasticized fabrics. Vain women forsook wool and gladly shivered for fashion's sake. Now, in the summer of 1940, wool is finally coming back into its own as a bathing suit material. Some of the new wool styles are shown on the page opposite. Popular non-wool types are shown on this page. The cotton suit shown at right has elasticized midriff and ballet dancer's skirt, is typical of this year's best-sellers.



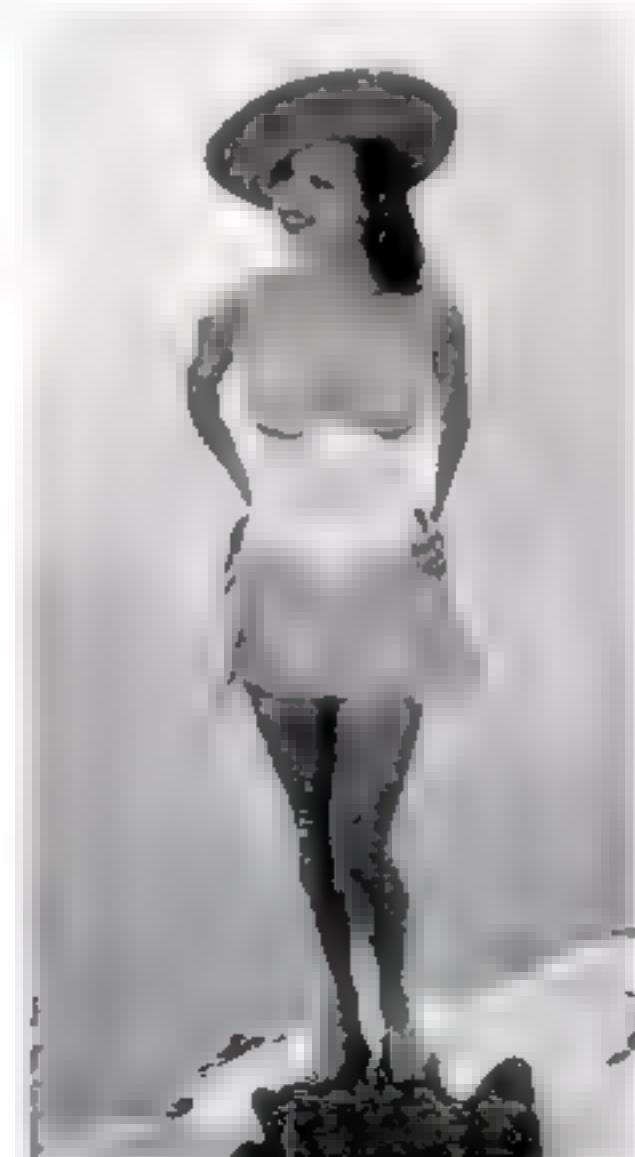
Naked-midriff suit, made of a new elasticized gabardine material, fits snugly.



White midriff in the suits above and below gives the illusion of nakedness.



Velvety finish features this classic suit. The knitted kite-tail cap costs \$1.50.



Stripes and dots in bright colors on white grounds are favored patterns.



CLOSEUP



"CAP" RIEBER

HE CAME OFF A TANKER TO BUILD AN OIL EMPIRE AND PROVE THAT INDUSTRIAL DARING IS NOT DEAD

by JOSEPH J. THORNDIKE JR.

Captain Torkild Rieber has decided what he will do if the U. S. goes to war. He will give up his job as chairman of the Texas Co., get back on the bridge of a tanker and start carrying oil for the fighting forces. There is no doubt that the Captain is perfectly capable, by instinct and profession, of doing just that. Rieber has been a sailor since he was 15 and a sea captain since he was 21. Today he is one of the few men left in the world who possess two master-mariner's licenses, one for sailing vessels and one for steam vessels, and is thus entitled to take any ship into any port on the seven seas.

There is only one flaw in the Captain's fond scheme for going back to sea in event of war. The U. S. Government would not, of course, allow him to do so. For a modern army moves on its engines and those engines are fed by oil. The Government could not spare any key man in the oil business, least of all Rieber, who is soberly regarded by his fellow workers all over the world as the greatest oil man alive.

The Captain is already closer to the war than almost any other American. Some of the French Army's tanks and trucks have been running on Texaco gasoline. Some of the German vehicles may have been running on Texaco too, for although the British blockade cut off all trade with Germany, American oil may have slipped in through Italy or been captured in Holland and Belgium. The Texaco organization in Norway, where Rieber was born, has fallen under German control. Texaco tankers, carrying oil to almost every country in the world, have been seized by the blockade and blown up by mines. The war is already a terrific headache to Rieber. It runs his international telephone bill into three figures daily and has kept him at his desk in New York almost steadily for three months.

To spend three months in Rieber's handsome, paneled office in the Chrysler Building would be no hazard to most businessmen but to the Captain it is a major hardship. He cannot sit at a desk. He bounces up and down, fidgets and jumps up to pace the floor as if it were a deck. He is perpetually restless, on a terrestrial scale. He cannot stay long in one office or in one city or on one continent. In the three months before the war turned serious he traveled to Germany and Italy, to Texas and California and twice to South America, using the regular airlines and his own Texaco planes as an international taxi service.

Rieber works on the frontier of the oil business. In ancient Rome he would have been a general, going forth to conquer some new tribe and then returning with his spoils to receive a hero's triumph. In this age he leaves his associates to keep the Texaco organization running on four continents and goes out to develop new markets and new sources of supply.

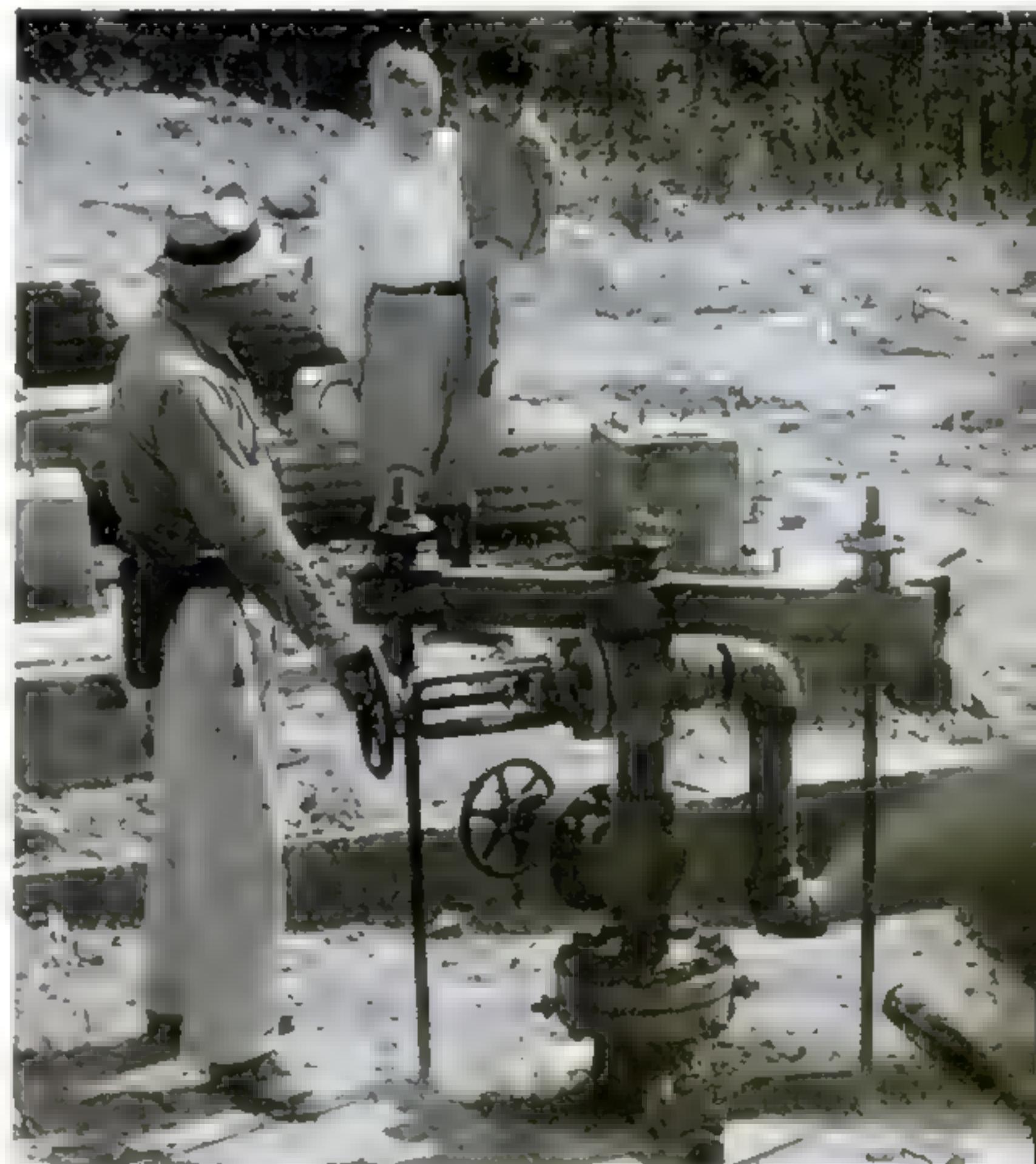
In 1935, when Rieber became chairman of the Texas Co., it looked as if the genus tycoon, or captain of industry, had about vanished from the American scene. Big businessmen holed up like woodchucks, cursed the New Deal and automatically said "No" to everything. Many of them still do. But Rieber has been engaged for the past five years in proving that the era of daring business enterprise is not dead. Specifically, the oil industry credits him with three major coups.

The first was opening up the great Barco concession in the heart of the Colombian jungle, the greatest industrial adventure story of the Depression. Second was a deal with the Standard Oil Co. of California, giving Texaco half interest in the rich Bahrain oil field in the Persian Gulf. Third was the gamble of supplying General Franco with oil during the Spanish civil war. Rieber risked \$6,000,000 on this gamble and ended up with an extremely favorable position in the Spanish market. Today he stands forth as not only the stormiest figure in the oil business but perhaps the most forthright, dynamic, hell-for-leather tycoon now operating in the U. S.

For Norwegian boys to go to sea is as normal as for Iowa boys to become farmers. But when Torkild Rieber was born, on March 13, 1882, he was not meant for the sea. His father owned the dye works in a little town called Voss, nestled in the mountains 60 miles from Bergen, and the boy would normally have followed his father. The Riebers lived in



Opening up the Barco is Rieber's greatest work to date. This is the camp at Convención, Colombia, highest pumping station on the pipe line from the oil field to the Caribbean. At left the road and pipe line snake away through the cloud-topped Andes. Off to the right is Rieber Pass.



Rieber and Martin, the Barco mascot, inspect the pipe line. Martin is a Motilone Indian boy who was wounded in a fight between his tribe and the Texaco men and was adopted by the camp. Below: Rieber with Dorothy Mackail, ex-movie star, his daughter Ruth and Texaco's French manager, William Brewster, about to leave on the Clipper for a European trip.





You'll fall hard (it's a promise) for the new COLA LIFE SAVERS. They bring you the tasty, tangy flavor of cola in candy form.



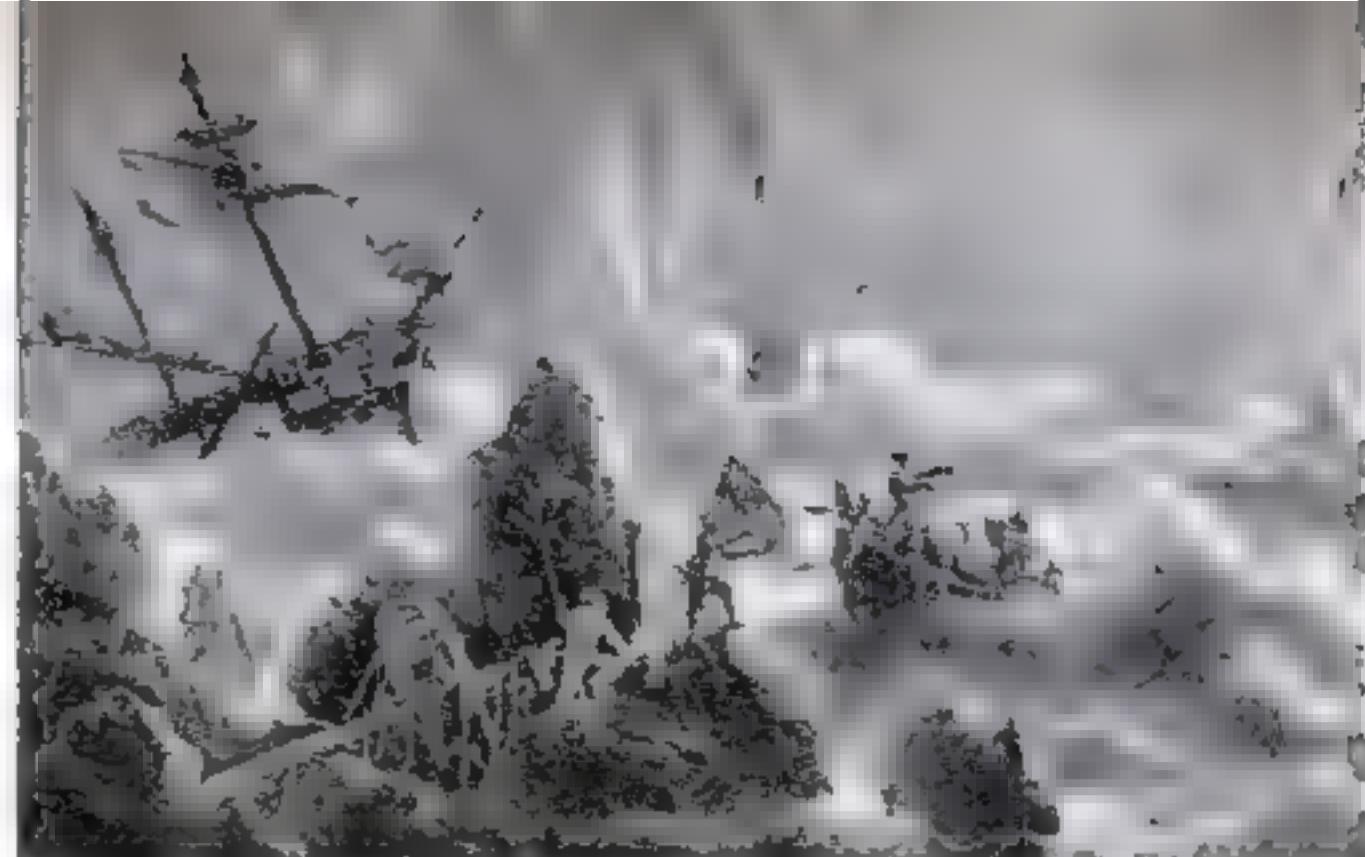
A girl with sweet breath seldom turns into a sour old maid. Keep yours sweet with PEP-O-MINTS.



Newest and one of the nicest of all LIFE SAVERS flavors is COLA. It's refreshing, zippy, wonderfully delicious.



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 14 delicious mint and fruit flavors. Sold everywhere. 5¢



© ESTATE OF EDWARD RIEBER
Rieber's most famous ancestor was Vitus Bering, the Danish explorer who discovered the Bering Strait in 1730. This old print shows Bering and crew being "wrecked" on Bering Island. Actually he was icebound but not wrecked and died there in 1741.

CAPTAIN RIEBER (continued)

a good home, a few doors from that of the carriage-maker Rockne, whose young son Knute was too small to play with the Rieber boys. Mr. Rieber was a kindly father but strict. Before his time most of the men in the family had been Lutheran ministers, the first Rieber on record having come over from Denmark in 1410 to convert the heathen. Cards and liquor were forbidden in the Rieber home. Torkild and his brother and sister never missed Sunday School or vespers and were paid five crowns apiece for not going to the village dances.

Torkild stood this discipline until he was 15 and then one day announced that he was going to sea. He packed his bags, promised his mother not to drink or smoke until he was 21 and shipped on the full-rigged ship *Hiawatha*, bound for San Francisco. The voyage around Cape Horn took six months but it had its reward at the end. Rieber remembers as the greatest thrill of his youth the fine spring day in 1897 when the *Hiawatha* sailed through the Golden Gate and he got his first breath-taking sight of San Francisco Harbor. The 15-year-old boy, who knew only what English he had picked up on the trip, decided that one day he would come again to this fabulous land and that when he did he would stay.

Working on the "coolie ships"

But meanwhile the sea suited him fine. Back in Norway he went to nautical school and got a berth as quartermaster on one of a fleet of barkentines known as "coolie ships." These vessels carried Indian natives from Calcutta to Trinidad and other British possessions in the Caribbean where they worked the sugar plantations under seven-year indentures. The atmosphere, though not that of an oldtime slaver, was something less than refined. But the coolie ships carried double crews for extra speed, and the crews got prize money for every Indian they brought in alive. With births at sea, they usually beat the quotas. Rieber had only one complaint: the food was not good and there was not enough of it. When he went on the coolie ship he stood 5 ft. 10 in.—tall for his 16 years. He never grew another inch and today, with his massive shoulders and barrel chest, gives the impression of a man who would be a physical giant if he had not been held down to normal size. The Captain believes this is true and says: "I would be 6 in. taller if I'd had the right food."

Rieber stayed in the coolie trade two years and, by the time he left it, was as tough a young sailor as ever swung his fists on the Calcutta waterfront. He had learned one lesson: to fight for what he wanted. And he had acquired one taste: for bossing whatever he did. At 18 he was already in command of a French sailing tanker when an accident attached him to the U. S. for good. The tanker having docked in Delaware Bay, Rieber went to rouse the steward to get coffee for the crew. The steward woke in a drunken fury and leaped on him with a carving knife. The blade went clean through Rieber's left hand, the wound became infected and he ended up in a hospital while the Frenchman sailed without him. This was in 1902, just after the Spindletop gusher had set the oil world on its ears. When Rieber got out of bed he shipped on a tanker in the Texas oil trade and three years later, while still bound by the promise to his mother not to smoke or drink, he became its master.

The oil business was still based on kerosene. From his office the Captain today can see the East River dock where he used to deliver his load of crude to the refinery. When the tanker was empty he would oblige the refinery manager by taking on a load of waste products—"slops"—and dumping them out in the harbor. The "slops" were gasoline. But by 1905 the automobile was no longer a



Rieber's birthplace was the town of Voss in Norway. The Germans bombarded and captured it on April 27. As a boy Rieber used to gaze at these snow-capped mountains and long to find out what lay on the other side. Knute Rockne too was born here.

freak and the gasoline motor had come into its own. To the promoters of a new oil company founded on Spindletop a vast new market opened up. In 1905 the Texas Co. bought the tanker that Rieber commanded and Rieber found himself working for an oil company.

The Texas Co. was only three years old but as lusty a baby as there was in a lusty industry and already gaining fame for its tempestuous management. Its boss was Joseph Stephen Cullinan, a titanic character whose many young men, now risen to high positions in the industry, still regard him as the greatest oil man who ever lived. Its principal backer was John W. ("Bet-a-Million") Gates, the famous Wall Street operator.

By this time Rieber had had his fill of the sea. After three years with Texaco, he went to his immediate boss, William A. Thompson, a vice president, and said: "Mr. Thompson, I'm not seasick but I'm sick of the sea. I've saved up \$6,000. I'm going to quit and go get myself a college education." Thompson finally argued him out of this idea but only by handing him a job no ambitious young man could turn down. That was to build Texaco's first Eastern terminal at Bayonne, N. J.

What made the job especially difficult was that the company could not wait until the terminal was finished to start using it. Rieber had to throw up a set of wooden buildings and handle oil with one gang of men while he built the terminal with another. One Saturday a soldering pot tipped over, the oil caught fire and the whole wooden shipping plant went up in flames. It made a spectacular blaze, visible from the Texaco headquarters in New York. On Monday morning the Texaco bosses were just getting down to the problem of how to rebuild the shipping plant when Rieber walked in and told them to stop worrying. Over the weekend he had rounded up all the lumber and carpenters in Bayonne and rebuilt the whole plant. The fantastic sequel to this feat was that on the following Saturday another fire broke out, the whole thing burned down again and again Rieber rebuilt it over the weekend.

The Bayonne job so impressed Texaco with Rieber's driving energy and command of men that he was presently sent to the company's main seat of operations in Texas. During the war he was superintendent of terminals and assistant superintendent of the Port Arthur refinery.

He tries to keep his name secret

It was the fashion in the oil fields to keep your mouth shut about your own affairs and no one followed this fashion more faithfully than Rieber. Sensitive about his foreign accent, he never talked of his early life and carefully concealed his first name, going by the nickname of "Tom." It remained a secret until one day Dan Moran, who was Texaco's chief engineer then and is now the head of Continental Oil Co., grew curious as to why a Norwegian should be named Tom and looked him up in the company records, there finding the name Torkild. A new motor launch had arrived and Moran, as a joke, had "Torkild" painted on her stern. Moran was born in an oil field and has seen plenty of oil-field tempers, but he says he never saw a man so mad as Rieber when he beheld the *Torkild* steaming into Port Arthur. Time has mellowed the Captain in this respect and he now seems to like his given name, which gives him a romantic air in New York.

In 1913 Texaco had had its first great management showdown, between Cullinan, who would take no advice on running the company, and the directors. Cullinan lost and walked out to found a rival company, American Republics Corp. When the war was over Rieber joined him as a vice president. Cullinan was a brilliant but dictatorial Irishman, a self-styled "pirate" with a pure love of

CONTINUED ON NEXT PAGE

Summer—do not boil—frankfurts 5 to 8 minutes and serve immediately. The flower garnish is easily made and is edible, too. For each flower, cut two thin slices of cucumber. Bring the edges of each slice together, place one inside the other, insert a short carrot stick and fasten with a toothpick. Arrange on platter with endive or celery.



It's the meat you serve that your guests are most likely to remember and comment on. If it's something new—and cuts as delicately delectable—as the party's a success!

Be the first in your crowd to serve Swift's Premium Frankfurts—in the new "dinner" size. Made of fine meats—seasoned to perfection—smoked over fragrant fires of aromatic hardwoods—the big surprise is that these plump, juicy links also have a wholly new *tenderness*.

It's done by a new method (patent pending) exclusive with Swift & Company. A brief dip in pineapple juice—"tenders"—the skins till they curl at the touch of a fork. Not a trace of pineapple flavor remains—but actually the skins couldn't be more tender and still retain the rich savory meat juices.

Try Swift's Premium Frankfurts soon.



Take your choice! In addition to the big "dinner" size, your dealer has Swift's Premium Tender Frankfurts in the standard size, equally delicious. But whichever you choose, look for the "Swift's Premium" seal of finest quality.

© 1940 by Swift & Company

SWIFT'S PREMIUM Tender Frankfurts



Swift's sprawling kitchens throughout the country make many other "SWIFT'S PREMIUM" meat products, including Meat Loaf . . . Braunschweiger . . . Cervelat . . . Liver Loaf . . . Bologna . . . Salami . . . Liver Cheese . . . Cheeasco . . . Pot Roast of Beef . . . Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!



**Delicious Van Camp's PORK and BEANS
make every meal a picnic**



A kitchen Independence Day



Just heat and eat—or serve cold



For good meals indoors . . . or any summer outing



Flavor penetration cooking method

Wins cheers from all your family

Van Camp's PORK and BEANS

Order Van Camp's from your grocer, today



The tanker "Skandinavia" was built in Germany and delivered to Texaco despite war and blockades as a result of Rieber's diplomacy. It was sailed out under the Norwegian flag, later transferred to the Panamanian. A sister ship has since been delivered.

CAPTAIN RIEBER (continued)

fighting. The crack-down on the Standard Oil trust had given him the fixed idea that the way to avoid trouble with the Government was to have a separate company for every division of the business. Cullinan and Rieber started a new company almost every day, Cullinan getting as much fun out of naming them as the man who names the Pullman cars. For a while it was a race between Cullinan's genius for starting things and his talent for getting them snarled up in fights. Finally the talent for fights won out and it became obvious to Rieber that American Republics Corp. was not going to be another Texas Co. Texaco had been making him an annual offer to return and in 1927 he took it.

Building a world oil empire

Texaco now made Rieber vice president in charge of export business and marine transportation, with the job of building up a foreign market. Before the war Texaco had had a promising stake in the foreign field but the war had wiped out this stake and the company had never regained it. Starting in from scratch, Rieber took Texaco into markets all over the world, built a fast new tanker fleet and made Texaco a rival of such international giants as Shell and the Standard Oil Co. of New Jersey.

By 1935, when another management tug-of-war shook the Texas Co., Rieber had become the spark plug of an expanding world empire. This time the battle was between the board of directors and President Ralph C. Holmes, the second Napoleonic character to head Texaco. The directors won, Holmes quit, and the upshot, after a year's interregnum, was the present Texaco high command: Rieber as chairman, William Starling Sullivant Rodgers as president. Their division of powers is unusual in corporations. Rodgers handles domestic production and sales while Rieber handles foreign business and marine transportation. The jobs are of equal rank and draw equal salaries (\$123,000 each). In temperament Rodgers is Rieber's opposite—careful, methodical, good at detail.

Texaco today is the fourth largest American oil company, ranking next to Standard Oil of New Jersey, Socony-Vacuum and Standard Oil of Indiana. By the time Rieber became its chairman, the red Texaco star with the green T was as well known to motorists in Shanghai and Cape Town as to those in each of the 48 States. But Texaco still had not a drop of foreign oil production. Some day the U. S. is going to embargo the export of oil and then any company with a world market and no foreign supply is going to be caught short.

Rieber's remedy was the Barco. Gulf owned this great concession but was ready to sell. They sent a man around to see Rieber. The Captain asked how much. The Gulf man said 20 to 25 million. Rieber said that in that case Gulf knew what it could do. The Gulf people, knowing the Captain, correctly interpreted this as an expression of interest and got down to business. Two weeks later Texaco bought the Barco for \$15,000,000.

The opening up of the Barco is the greatest modern epic of oil. At the urging of Texaco's directors, Rieber took in Socony-Vacuum as an equal partner. The concession, covering 1,000,000 acres, lay in the heart of the jungle, behind the sheer eastern spur of the Andes. Rieber would not wait to build a road in from the coast. He bought a fleet of planes and had them fly in all the equipment: trucks, Caterpillar tractors, food, refrigeration plants and half-a-dozen 250-ft. steel suspension bridges. Then they built the road from both ends, slashing it through the steaming jungle and building it up through malarial swamps. Fierce Motilone Indians, whose ancestral lands they were taking, lurked in the jungle all around, shooting 5-ft.

CONTINUED ON PAGE 14

COOL and Sensible for Hot Days

says Georgia Carroll

Vermouth and Soda



Vermouth and Soda

Simply pour $\frac{1}{2}$ glass Martini & Rossi Italian Vermouth over ice, add seltzer to taste. It's hot with or after meals!

Count Rossi Cocktail

Vermouth, slice of orange, twist of lemon peel, ice. It's moderate and delicious, too!

Vermouth Glass—designed by Count Theo Rossi. 6 for \$1.25, 12 for \$2—postpaid, U. S. A. only. Write W. A. Taylor & Company, 10 Rockefeller Plaza, N. Y. C.

Alcohol 15.95% by volume



• Hot weather demands that you be sensible. So try this cool, delicious summer drink—Vermouth and Soda. Yes, it's truly moderate. Try it once—and we'll wager you'll make it your extra-special favorite for the hot weather that's ahead.

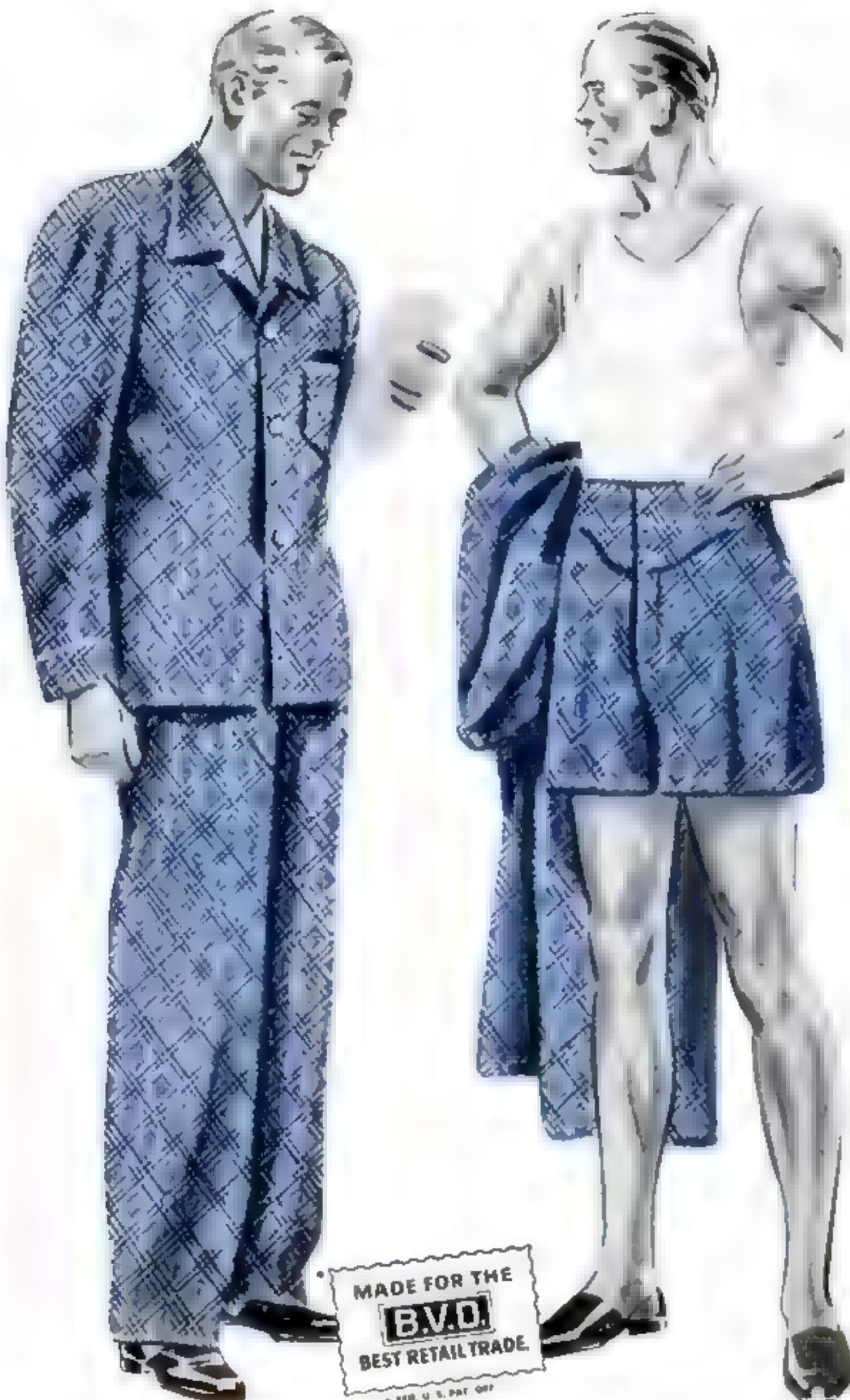
Since taste and flavor are important, we suggest that you always insist on Martini & Rossi Vermouth. It's the standard Vermouth—and America's favorite, too! The call for Martini & Rossi Vermouth is a signal of good taste—and a vote for moderation.



MARTINI & ROSSI VERMOUTH

SOLE AGENTS IN U. S. A. W. A. TAYLOR & CO., NEW YORK—IMPORTERS SINCE 1880

"20° COOLER INSIDE"—THE NEW *B.V.D. FASHIONS FOR SUMMER!



TAKE YOUR MIND off the mercury, gentle men, and get next to *Q-Cumber Cloth! It's as sheer a fabric as ever faced a heat wave—as light as a cloud—as cooling as a tall Collins. See Q-Cumber Cloth in B.V.D.'s smartly styled ensemble of pajamas, shorts and matching robe. You'll recognize them by their handsome new masculine patterns—you'll find in them the perfect answer of how to smile through Summer's sweltering heat. They're at your favorite store now! Pajamas, about \$2. Robe, \$2.50. Shorts and 2-ounce Shirt, about 50¢ each.

*At left—Another threat to scorching Summer heat—
B.V.D.'s streamlined knitted brief . . . About 50¢*

B.V.D.

THE B.V.D. CORPORATION, Empire State Bldg., New York



Rieber Pass, 5,284 ft., is the highest point on the pipe line from the Barco to the sea. This road, which follows the pipe line, is one hairpin curve after another, with a sheer drop at the outer edge. Although many truck drivers cracked up, all survived.

CAPTAIN RIEBER (continued)

saw-toothed arrows at them, and killed eight men. Always Rieber was spurring the men on. When they asked for more trucks they got twice as many as they wanted and wore them out carrying twice as heavy loads as they were built for. Better spend a few extra hundred thousand dollars, the Captain said, than keep fifty million tied up. Finally they laid the pipe—163 miles of it, with pumping stations to lift the oil over mile-high Rieber Pass. Now the rich green-gold oil is flowing out of the Barco at 12,000 barrels a day and in five years the investment will be paid back.

Meanwhile Rieber had pulled another, and even more valuable, ace out of his sleeve. On the island of Bahrain in the Persian Gulf, the Standard Oil Co. of California had one of the richest oil fields in the world, virtually untouched. The president of the California company, Kenneth Kingsbury, had been trying vainly to come to terms with some company that had a Far Eastern market. One day Rieber walked into the Pacific Union Club in San Francisco and said, "Ken, I only make one kind of deal—fifty-fifty." The deal was made, 50-50, and a joint subsidiary, the California-Texas Oil Co., was formed to take over both the Bahrain field and Texaco's marketing system "east of Suez."

"East of Suez" has a special significance in the oil business. It costs 20¢ a barrel in tolls to take oil through the Suez Canal, hence oil originating east of Suez enjoys a competitive advantage in the whole Far Eastern market. Before the Bahrain field was brought in, the Far Eastern market was divided between Shell and Standard-Vacuum, a joint subsidiary of Standard of New Jersey and Socony-Vacuum, with Texaco in third place. Both Shell and Standard-Vacuum draw their oil from Sumatra in the Dutch East Indies. They are still ahead of California-Texas but California-Texas has the bigger reserves and in time should outstrip them. Last year it earned \$6,000,000 for each of its parent companies.

Supplying oil to Franco

The Barco was a tremendous exploit. Bahrain was a brilliant deal. Rieber's dealings with the Franco Government in Spain were a shrewd gamble. When the Spanish civil war broke out in July, 1936, Texaco had five tankers on the high seas bound for Spain. Rieber was in Paris. He flew to Spain, took a good look around and forthwith ordered the tankers to deliver their oil to the insurgents. The Captain has been widely criticized for this decision and it is doubtful if he would uphold it in the light of subsequent events. But in 1936 the situation in Spain looked to him like a choice between two evils. As between Franco's Fascists and the Communists who were active on the Loyalist side, he hated the Reds worse and threw his support to Franco. For the next two years Texaco supplied Franco with all the oil he needed, while the Loyalists never had enough. If Franco had lost, Texaco would have been out some \$6,000,000. But the gamble won and not only did victorious Franco pay his bill but the Spanish monopoly is currently buying all its oil from Texaco.

For ambitious young men Rieber is a prime example of what it takes to be a successful tycoon. It takes terrific energy. It takes the ability to make swift, shrewd judgments and then to follow them through to the end. Most of all, it takes the knack of handling men, of getting the best work out of them and making them like it.

Rieber is a master of men. You have only to see him going down a line of engineers, mechanics and pilots in the Barco to feel his power. To one it is: "Hello, Bill, you old son of a gun, just as skinny as ever, hey?" To a surprised pilot who had no idea that

OLD MR. BOSTON SAYS:

"Make your 4th of July Collins with the Dry Gin that has '17 Flavors in One'!"



1. "HERE'S TO SUNNY SKIES over the 4th! And when you raise your beaker aloft to the day, be sure it contains a Collins—made with my Dry Gin. My gin has '17 flavors in 1'—four more than the original 13 states. And what a wonderful Union *they* made!"



2. "TWO COLLINSES MAY look identical. But what a difference there is in the *taste* of the one made with Mr. Boston Gin! Dry as a nut, my gin with its '17 flavors in 1' gives a tempting tang and personality no other gin can match!"



3. "JUST AS A CHEF blends a sauce with expert skill—well, that's how I blend my 17 flavors . . . to achieve the subtle distinction of taste and bouquet you'll find in my gin alone."



4. "FROM EVERY CORNER OF THE EARTH, I gather my flavors. There's coriander from Morocco; cardamom, lovage root, aniseed—17 altogether—all imported! I put more than ordinary care into the making of my gin. That's why it's so different!"



5. "WHEN YOU'RE ON THE 14th, wishing for a Collins, wish for a *perfect* Collins made with *my* gin! With a goal like that you ought to hit them longer from there in!"



6. "AND WHEN YOU GET to the 19th hole, may a tall Tom Collins made with Mr. Boston Gin greet your grateful palate. That cool thirst-quencher will take on new taste and mellowness if you make it Mr. Boston's way!"

MR. BOSTON'S RECIPE FOR THE PERFECT TOM COLLINS!



FIRST, pour 2 full ounces of Old Mr. Boston Dry Gin into a long, tall glass.

THEN, squeeze in the juice of half a lemon, or, if you prefer, 1 large lime.

NEXT, add a teaspoonful of powdered sugar and stir thoroughly. Add ice. Fill with charged water.

NOW, the finishing touch! Decorate with maraschino cherry and slices of lemon and orange.

ALSO—Try tall, refreshing drinks made with Old Mr. Boston Sloe Gin—the largest-selling Sloe Gin in America! 70 Proof.



OLD MR. BOSTON DRY GIN

Distilled from 100% Grain Neutral Spirits • 90 Proof • (85 Proof in Some States) • Ben-Bark, Inc., Boston, Mass.



*In the sea, on the
sands, in the sun,
it's Jantzen*

For the girls, the smartest, loveliest, most adventurous new swim suits... romance-inspiring silhouettes... heady colors that zoom the spirits into high. And a trio of the most exciting exclusive Jantzen fabrics, with Lastex® yarn knitted in for miracle-making figure control. "Water-Velva" . . . lush, velvety, gleaming—in the water and out. "Velva Lure" . . . exotic, definitely snazzy, with the finish of a gardena. "Sea-Ripple" . . . sleek, sophisticated... its all-way stretch does wonders even for problem figures.

For the men—letter-perfect trunks and Toppers, tailored the famous Jantzen athletic way in exclusive new he-man fabrics and colors. Get into your Jantzen now and find out what all the excitement's about. For illustrated style folder, men's or women's, address Dept. 313.

JANTZEN KNITTING MILLS, PORTLAND, OREGON; VANCOUVER, CANADA

- One of Jantzen's loveliest new creations—the "Velva Lure" bikini in Water-Velva fabric—comes in sizes S, M and L. \$3.50
- Top, in unique "Velva Lure" fabric, and the new Jantzen "Seamer" Trunks in Water-Velva fabric—comes in sizes S, M and L. \$3.50
- A great new outfit in "Velva Lure" with new "Velva Lure" skirt and matching square-neck top—skirt, \$3.50; top, \$2.50. Both \$3.50

*Reg. U. S. Pat. Off.

Jantzen
SWIM SUITS AND SUN CLOTHES

SABA



Rieber visits the White House with his friend Jesse Jones after his return from Europe this year. Rieber reported to the President what Göring told him. Rieber's program for America is, "Keep out of the war, work like hell and arm to the teeth."

CAPTAIN RIEBER (continued)

Rieber knew him: "That was a helluva nice job you did with that old crate." Then he grabs a couple of engineers with an iron grip and takes them off for a drink. He has the politician's gift for remembering names and faces and he always knows something about the least members of his crews. After a visit from the Captain they are ready to fight Indians or tear down mountains for Texaco.

Rieber's wrath is legendary. When he gives a man a job the man has carte blanche to go ahead and do it his own way. Rieber will back him to the limit. But if he doesn't do it right he is in for a bawling out that will curl a strong man's hair. When the Captain is aroused he uses all the oaths he picked up in a hundred ports and compares his wretched victim to every disreputable creature in the animal kingdom. When he is through he will beam a happy smile, clap the fellow on the back and tell him that by God he's a helluva good man and don't let it happen again.

Tricks for handling people

The Captain's anger is awesome to the victim but inwardly Rieber is not greatly stirred. It is part of his technique, like the profanity. When Rieber walks into a Wall Street banking house and demands, in sailor talk, to know "why you lousy so-and-sos are gumming up this deal?" the bankers may consider him uncouth but they sit up and take notice. There are many other tricks in his bag. There is the trick of taking hold of anybody he is with, by the arm or the shoulder or around the neck, and carrying him along in body as well as spirit. With an old friend who is nervous for fear of imposing on the Captain's time, there is the trick of putting him at ease by saying, "What the hell's the matter with you? Can't you sit still?" while Rieber himself is up and down like a jumping jack.

The Captain's charm is magnificent to behold and impossible to resist. When he is with a group of people he seems to gather them all up into his own tremendous gusto of living. Open and profane with men, he is gallant, even courtly, toward women. The Captain has no hesitancy about asking a man's age, nationality, income or any other delicate fact. The first time he met Tom Girdler, the hard-bitten chairman of Republic Steel Corp., he abruptly asked him his age. Girdler eyed him coldly and said: "What's yours?" "I'm 52," said Rieber. "Well, I'm 60," said Girdler. After Girdler had left Rieber muttered: "I guessed that feller wrong. I thought he was younger than I am so I cut three years off my age." Rieber and Girdler are great friends now.

A spectacular proof of the power of the Rieber personality was the tanker *Skandinavia* which the Germans allowed Texaco to take out of Hamburg and through their Baltic blockade in March. The Texas Co. had the *Skandinavia* built in Hamburg as part of a ship-for-oil deal made with Germany before the war. By the time she was finished, however, Germany was in no mood to release any ship that might be used to supply the Allies and when Rieber landed in Italy on one of his transatlantic trips he was told that the *Skandinavia* had been interned in Hamburg.

Rieber flew to Berlin and was ushered into the presence of high Admiralty officers. The officers said they were sorry but Germany could not possibly release the tanker. In his most forthright manner Rieber heartily agreed that in their place he would take the same position. But, the Captain went on, it would seem a shame to break up the long and honorable relations between Germany and the Texas Co. As naval men, they would understand, too, how an old captain felt about his boats, how he loved them like children, what

It's GENE KRUPA "swinging away" a HEADACHE!



I TAKE BROMO-SELTZER.
NOTHING ELSE I'VE TRIED
GIVES ME THAT SAME
ALL-ROUND RELIEF. IT HELPS
HEAD, STOMACH, NERVES!



The "King of the Hale Beaters" tells this story:

"We had played at a popular club near New York till 2 A.M., then rehearsed till 5 for a recording that began at 9 A.M. It was afternoon when we finished—sessions like that can leave your head throb long! When that happens, I look out for Bromo-Seltzer.



"It's sweet music to feel a headache slip away, your nerves quit shivering, your stomach settle down. That's what Bromo-Seltzer does for me!"

"Back that same night at 8 o'clock to the 'rugcutters' (the jitterbugs). You see a few nice ones in this picture and me drummin' for them. I use more energy on 2 swing numbers than a track star does on a mule run!"

Why BROMO-SELTZER does more for you than a simple pain reliever can . . . helps head, stomach, nerves



A headache may be a symptom of some upset in your system. If you get headaches all the time . . . or if they're long drawn out . . . see your doctor.

Fortunately, however, most headaches are simple ones. They may be NERVOUS or DIGESTIVE. For these, Bromo-Seltzer does all this:

1. RELIEVES PAIN—acts rapidly to ease the "ache"
2. STEADIES NERVES—relaxes the strain and tension
3. SETTLES UPSET STOMACH—relieves nausea

For over 50 years, millions have relied on Bromo-Seltzer. Follow directions on the label. At all drugstores—soda fountains. Keep it at home, too.

Liked more because it does more for headache

BROMO-SELTZER

BLUE GRASS FLOWER MIST



4 OZ. BOTTLE \$1.25

The very happy combination of Elizabeth Arden's inimitable BLUE GRASS fragrance and her delightful after-bath preparation, FLOWER MIST. Cover yourself avishly with this cooling, refreshing friction . . . the delightful fragrance lasts and lasts! 4 oz. bottle . . . \$1.25. Larger size \$2.25.

Complete Your Blue Grass Sequence With:

Blue Grass Perfume, \$6 to \$60.
Blue Grass Dusting Powder, in a shaker-box with puff, \$1.50.
Cameo Face Powder scented with Blue Grass, \$2, \$3. Blue Grass Soap, \$1, 3 for \$2.50.

Elizabeth Arden

691 FIFTH AVENUE NEW YORK

Copyright 1940, Elizabeth Arden

The new Arabian oil fields, Dammam Dome (*above*) and Bahrein Island, should eventually supply the lion's share of the Far Eastern market. Through Rieber's deal with the Standard Oil Co. of California, Texaco acquired a half interest in these fields

CAPTAIN RIEBER (continued)

pride he took in them. And finally, said the Captain, if the Germans ever caught the *Skandinavia* carrying oil to the Allies they would have his hearty permission to fire a torpedo into her.

The Captain, as always, was heartily sincere in what he said. After ten minutes more Admiral Raeder came out to tell Rieber he could have his ship. The *Skandinavia* sailed triumphantly through both German and British blockades and is now carrying oil to neutral countries under the Panamanian flag.

After the invasion of Norway, when the Allies tried to take over the Norwegian fleet, Rieber radioed the captains of his Norwegian-flag tankers: "Take orders from no one but me." The Allies eventually agreed to let the Norwegian merchant marine keep its own flag. Despite his annoyance with the English, however, the Captain heartily hopes they win the war.

His home is where his job is

They say in the oil fields that "you can't be in this business and have a home too." Rieber's home all his life has been where his job was. In 1909, shortly after his boss, W. A. Thompson, brought Rieber ashore, he married Thompson's capable and attractive secretary, Miriam Marbe. Mrs. Rieber was a devoted wife, with a thorough knowledge of the oil business. Port Arthur was such a swamp in those days that the men tied paper guards around their legs against the mosquitoes, and oilmen remember Mrs. Rieber coming out each evening, when the Captain returned from work, to brush the mosquitoes off his legs. Mrs. Rieber died two years ago.

Their two children, Ruth ("Sis") and Harold ("Tex") were brought up in Texas. Ruth, a charming, vivacious girl who inherits her father's energy and quickness of mind, went to Vassar. She lives with the Captain in Hampshire House, a swank apartment building on Central Park South, and when he flies down to Port Arthur for a weekend to tramp over his plant and ships or when he goes into the Barco, Ruth can often be seen beside him.

Her brother Tex went to Yale, where he was held in high esteem by his classmates but, to his father's periodic wrath, never developed much taste for the scholarly life. The Captain, who has never ceased to regret his own lack of schooling, was bound that, come hell or high water, Tex should get a Yale diploma. Every once in a while word would come down from New Haven that Tex had got into some new scrape or flunked another exam and was about to depart the halls of learning. On these occasions the Captain would take the next train for New Haven and subject the unhappy Tex to bursts of strong language which left passing tutors blanched with awe. After getting his precious diploma Tex lost no time in transferring his energy to the oil business where he is highly successful.

In Texas, while the children were young, Rieber had few interests outside his job and his home, few friends besides oilmen. But after the children grew up and the Captain made New York his permanent home, his position in business forced him into more of a social life. It was then that he made an interesting discovery. This was that his vigorous charm is just as effective in a drawing room as in a conference room and that he makes as big a hit with a movie star as with a derrick hand. The consequence of this discovery has been that Cap Rieber is now a famous figure in the haunts of New York cafe society. The empire builder who has a pass named for him in the Colombian Andes also has a hamburger named for him at Twenty-One. It is made with an egg and he eats one every Sunday evening.

Yet Rieber owns no country home, no yacht, no expensive play-

FOUNDATIONS OF BEAUTY



Q. Do you want a lasting foundation that gives your skin radiance, helps conceal blemishes?

A. Use famous ARDENNE ALL-DAY FOUNDATION CREAM. Shades: Naturelle, Rachel, Rose Rachel, Dark Rachel, Rosetta Bronze, Telecast Blonde \$1

Q. Do you prefer a light foundation cream that's feather-soft, yet gives your complexion a glamorous glow?

A. Use ARDENNE FEATHER-LIGHT FOUNDATION CREAM. Shades: Naturelle, Rachel, Rose Rachel. \$1

Q. Do you like a liquid foundation that imparts a moonlight look to your face, your arms, your shoulders?

A. Use ARDENNE LILLE DE FRANCE. Shades: Cream, Naturelle, Ochre, Rachel, Rose Rachel, Special Rachel, Sun Beige . . . \$2

Elizabeth Arden

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Why does America stand today at Armageddon? See pages 94-95 for an important announcement.

The Editors, LIFE



It works every time!

THERE'S NO REASON why you shouldn't get good photographs every time... if you go about it right. A good start is loading your camera with Agfa Film.

If you're going to take general outdoor photographs, use Agfa Plenachrome. But no matter what type of picture you plan to take, somewhere in Agfa's complete line of films there is exactly the film you need.

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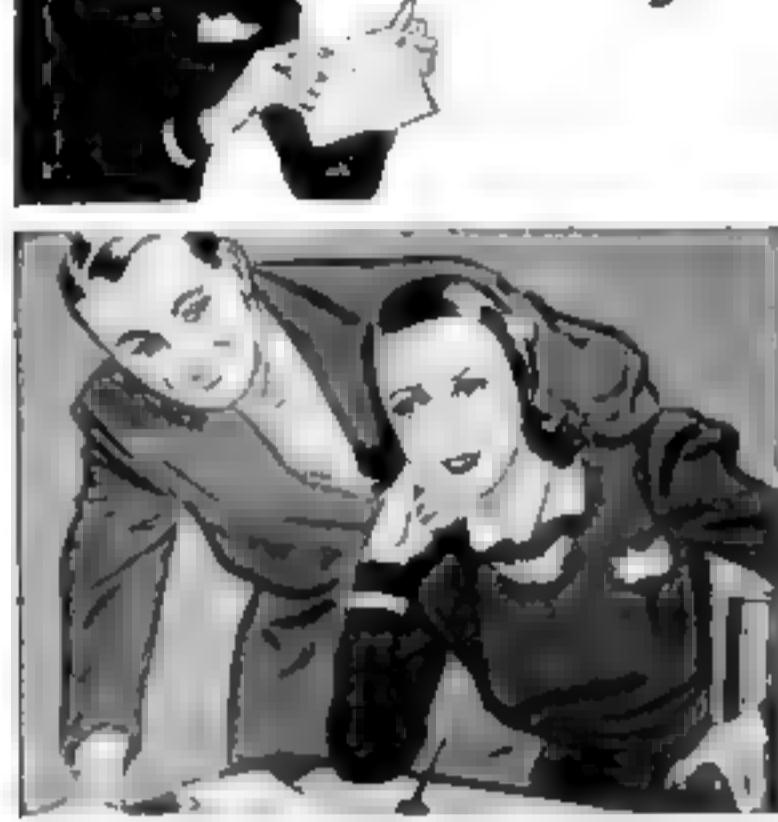
The only film that guarantees
"Pictures that satisfy or a new roll free!"



It's a Tongue-Saver!

THIS NEW

Envelope that
Seals Itself!



HUSBAND: What's up? — why so wilted?

WIFE: Woe is me, I've just written all those special notices for the club—and my poor tongue dreads sealing the envelopes!



HUSBAND: It won't have to! Look what I've brought home—envelopes that seal themselves—you won't have to use your tongue at all!

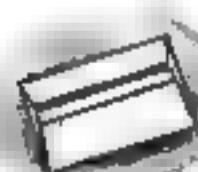
WIFE: Oh, Jack, how wonderful! How do they work?



HUSBAND: They're quick and easy!
Just lift the lower flap up, and
Press the upper flap down,
and the job is done!

• Here at last is an envelope you seal with your fingers, not your tongue! No licking, no "fuzzy" tongue—just a flick of the finger, and the envelope is sealed!

There are Self-Seal Envelopes for every occasion. Available at popular prices wherever stationery is sold. Featured in boxes of Kellogg's Fine Writing Papers. And see the commercial form for office use.



For SAMPLE PACKAGE of Self-Seal Envelopes, send 10c, and the name of the dealer where you buy your stationery, to United States Envelope Co., Springfield, Mass.

SELF-SEAL ENVELOPES

CAPTAIN RIEBER (continued)

things. He gets his real fun out of enjoying to the full the perquisites of tycoons in this industrial civilization. He flies all over the world. He is one of the country's leading transatlantic telephoners, often calling up foreign capitals to get the latest war news. The Captain figures it is good business to know things before his rivals do, but he also gets a great kick out of this way of doing business.

In the ranks of conservative, or button-pressing, leaders of business, there are some who believe that Cap Rieber is a throwback to an earlier age of tycoonery. He is, they intimate, a kind of industrial bison, roaming the fields where most of his breed have died. For one thing, they say, Rieber operates largely in the foreign field, outside the paralyzing shadow of the New Deal.

Rieber curses the New Deal as freely as any big businessman and, due to the exceptional virtuosity of his cursing, sounds even more violent. If the New Deal has seldom bothered him, he has never run away when it did. Joseph P. Kennedy will not soon forget the meeting at which, as chairman of the Maritime Commission, he offered the oil companies a subsidy to build extra-fast tankers that the Navy could use as supply ships in war. Texaco, Rieber stated, would build its tankers as speedy as the Navy wanted them but would take no subsidy because it "didn't want any damn government as partner."

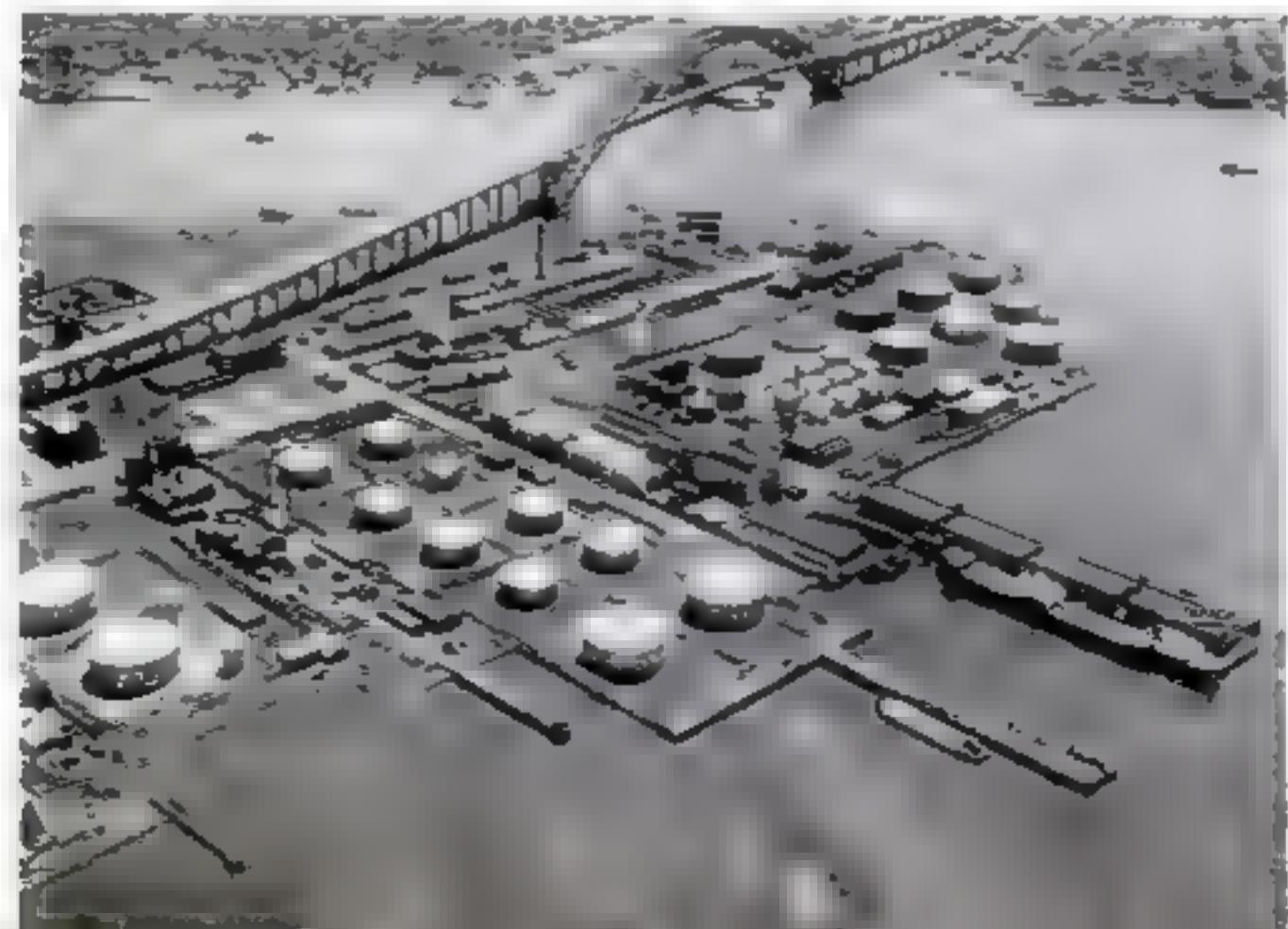
His contempt for the New Deal, however, is equaled by his contempt for the breed of businessmen who flourished in the 1920's. "All they wanted to do was pile up some money and get out," he says. "When the crash came the lousy beggars started running and, damn it to hell, they're running still." Rieber wants to manage his own business without benefit of unions or government bureaus, but his sense of social responsibility is highly developed. Texaco did not fire a single man because of the Depression, though it meant losing money. One reason that the seamen's union has never got a foothold in Texaco tankers is that this fleet, the special pride of the Captain, pays top wages and has the best crew quarters of any afloat.

In an earlier day corporations were commonly controlled by their owners. But as Rieber likes to point out, no individual owns as much as 2% of the Texas Co. stock and nearly half of the stockholders are women or orphans. The paid managers like Rieber are responsible only to themselves for the corporation's welfare and its public reputation. Of this responsibility, toward both his employees and his stockholders, the Captain is keenly aware.

Stick-in-the-mud businessmen explain away Rieber's success by pointing out that he operates in the one big industry that preserves a perpetual frontier. Oil is still an adventurer's business, a gambler's business, based on a raw material that may flow up tomorrow out of the busiest city or remotest jungle. It puts a special premium on men of daring who would not fit into steadier enterprises.

This soft impeachment of Rieber as a pioneer is true. But there never were more unexplored frontiers in American industry than there are today. There are not enough Riebers to open them up. At this moment, in fact, American industry has been handed the toughest job it has had since it opened up this continent. That is the job of beating the Germans at their own game of swift mass armament. The American industrial machine is the one force left in the world that can stand up to the German war machine, but to do so it must have the most aggressive kind of industrial leadership. The nation needs able, hard-boiled, daring business leaders—in short, Riebers. As the Captain said of the Barco: "It takes a man with an iron will—a son of a bitch like me—and men who will do what I tell them to do."

Texaco's Bayonne terminal in New Jersey was built by Rieber in 1908 as his first job ashore. The Captain still runs the shipping end of the business himself, sometimes pilots a tanker to keep his hand to and to qualify for renewal of his master's license.



KEEP COOL
—without punishing
your digestion!



• If you want a safe cooler—as well as a delicious one—switch to grapefruit juice. You'll love the refreshing taste of Florida canned grapefruit juice with its distinctive tangy flavor. And it's awfully good for you—in a dozen different ways! Why not try some today?

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In One Simple,
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Save Time
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MONTAMOWER

Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push and pull. Instead, just 7 pounds of live mechanism that first gathers then cuts the grass closely, smoothly, and to the correct height, no mowing, no streaking, no clattering, no rattling. Cuts a 16' swath through long grass, dandelions, spike grass and weeds. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

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222 HOUSEMAN BLDG.
GRAND RAPIDS, MICHIGAN

**Favorites
WITH THE FANS**
Big, thirsty fellows. For men who work hard and play hard. Extra absorbent. Big, generous squares of softest cotton. Hemmed neatly hem-stitched. Surprisingly inexpensive. For sale at all the good stores.

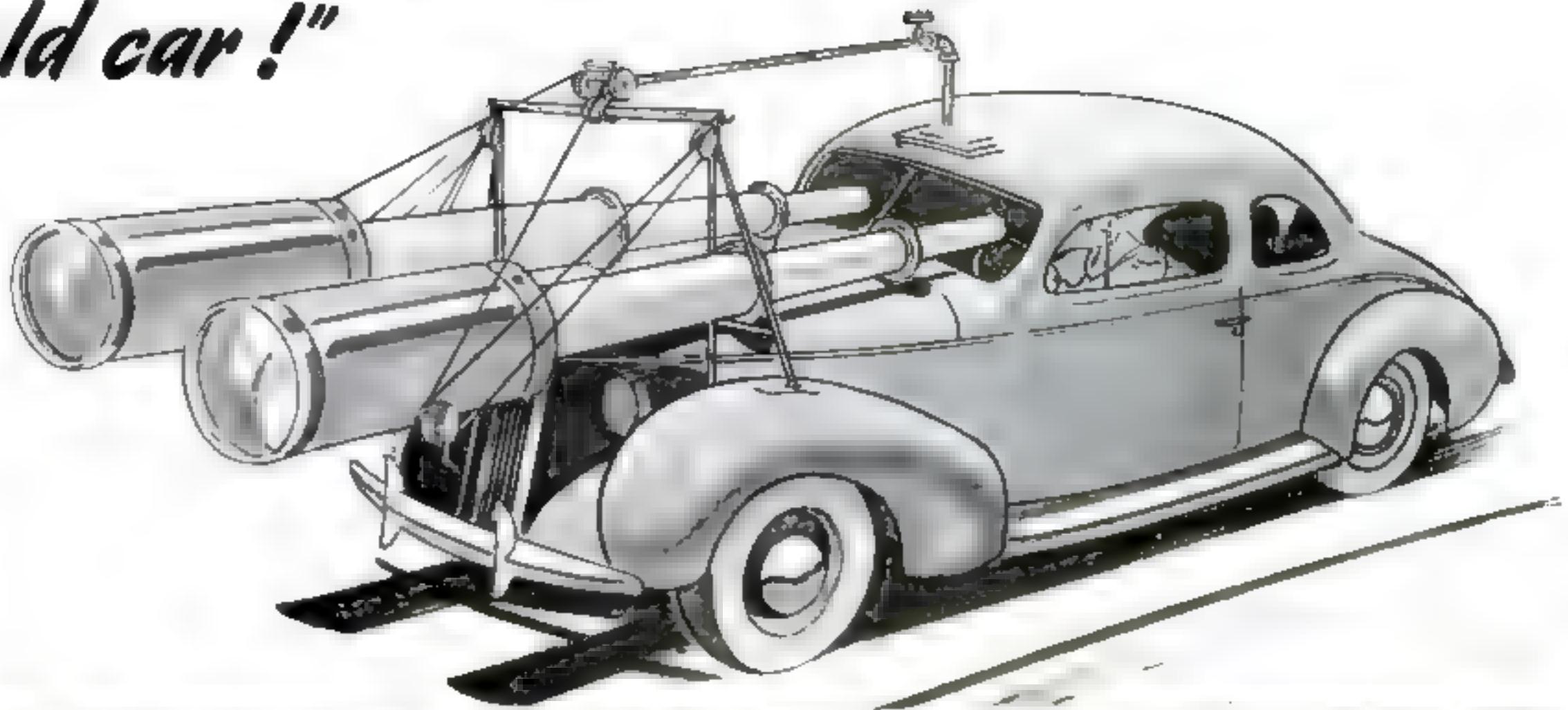


**ALL AMERICAN
HANDKERCHIEFS**

© 1934 SOUTHERN MANUFACTURING CO., GREENSBORO, N.C.

"Like putting Giant Telescopic Eyes on my old car!"

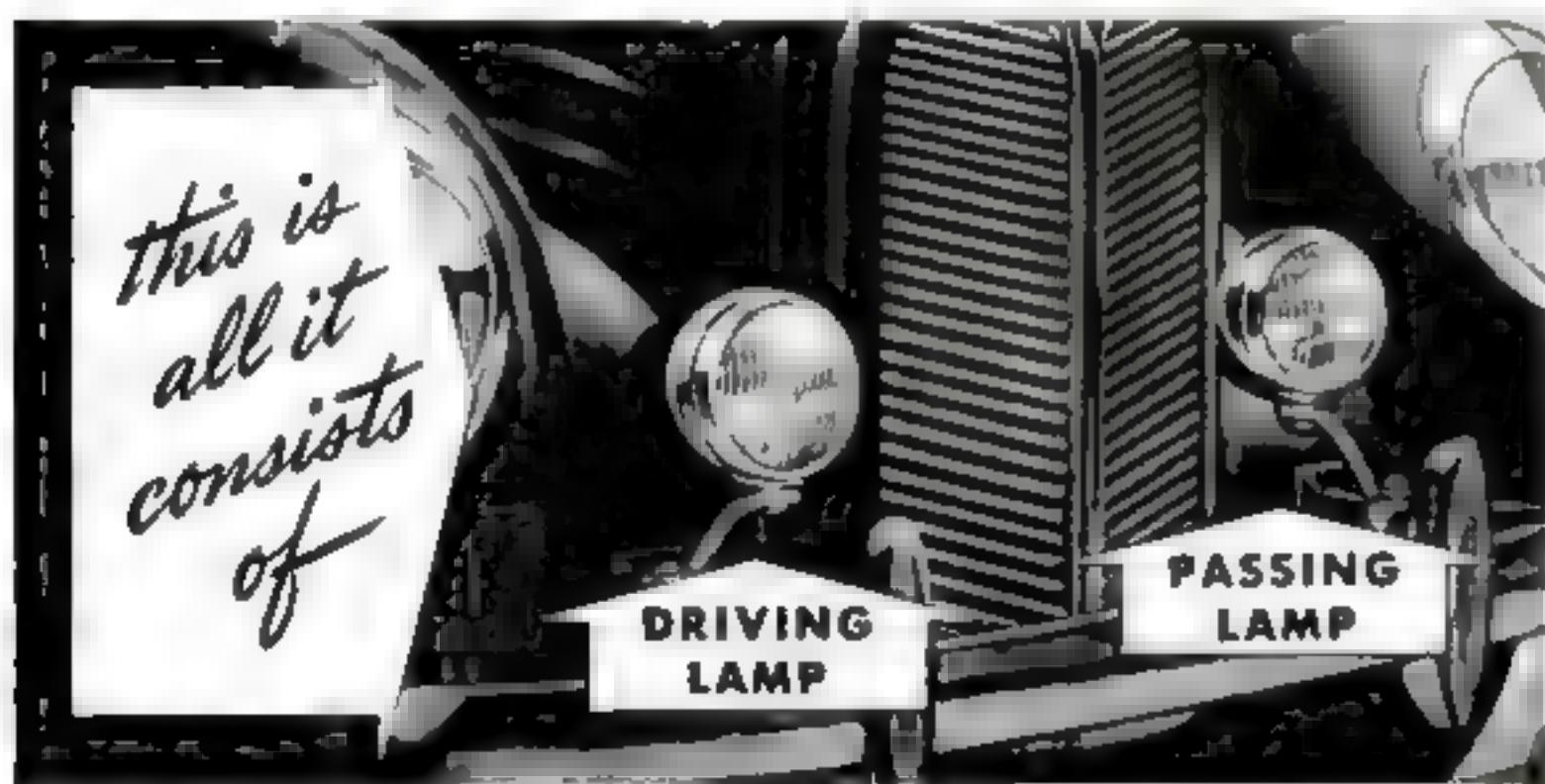
CAR FROM MARS? No! Just an artist's conception of how one veteran motorist felt after installing the new G-E MAZDA Driving and Passing lamps on the bumper of his old car. "The difference was almost uncanny," he says. "It was like suddenly finding my car equipped with giant telescopic eyes, capable of boring through the blackest night to a distance I had never believed possible!"



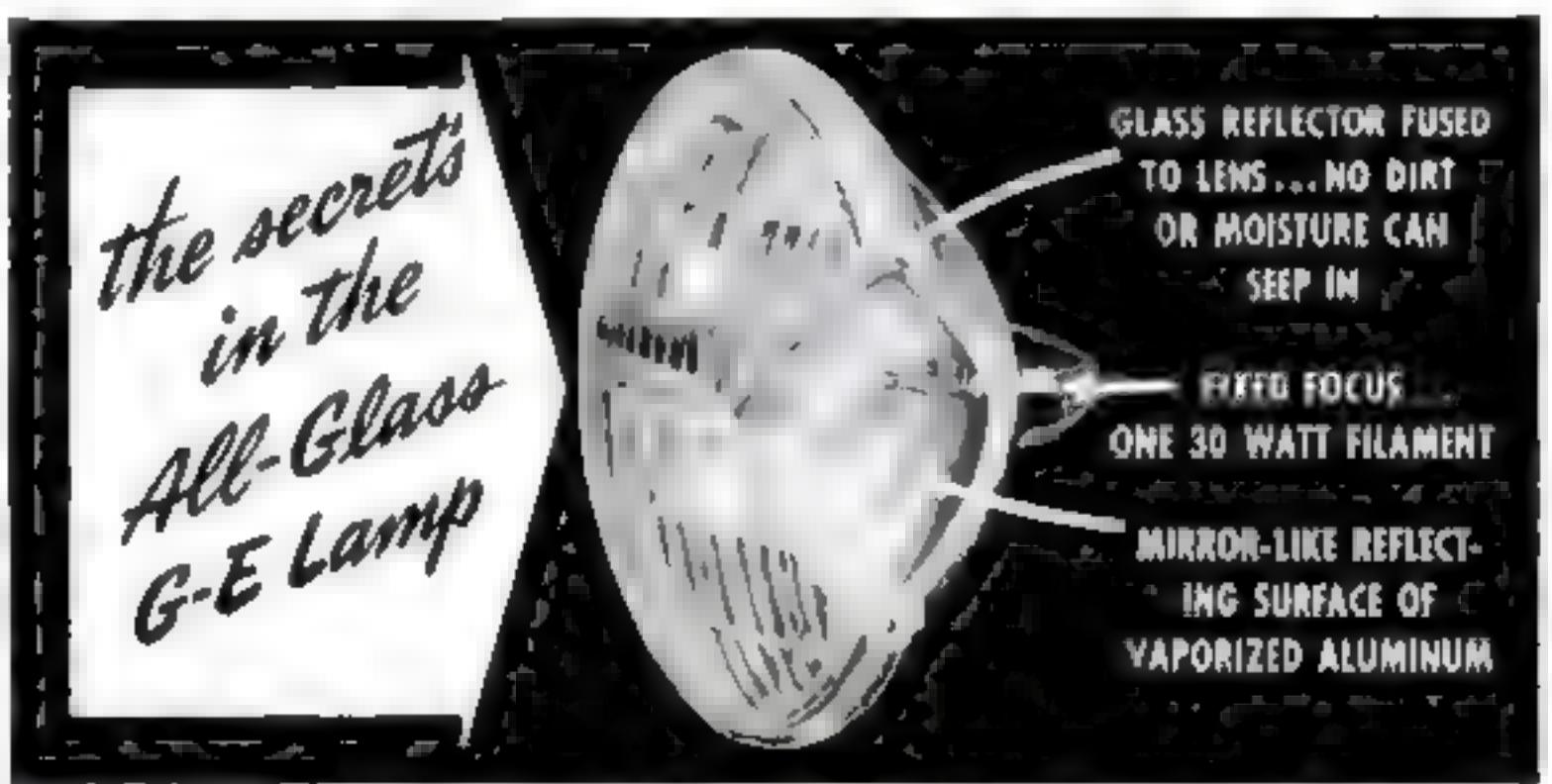
DOES NIGHT DRIVING wear you out? Do you strain your eyes to pinpoint when other cars pass... hoping there are no parked cars or pedestrians on your side of the road? If so, you can probably blame your present headlights. Lenses and reflectors, dulled by dirt and moisture, grow steadily dimmer until your light is cut in half before you know it! Here's what to do...



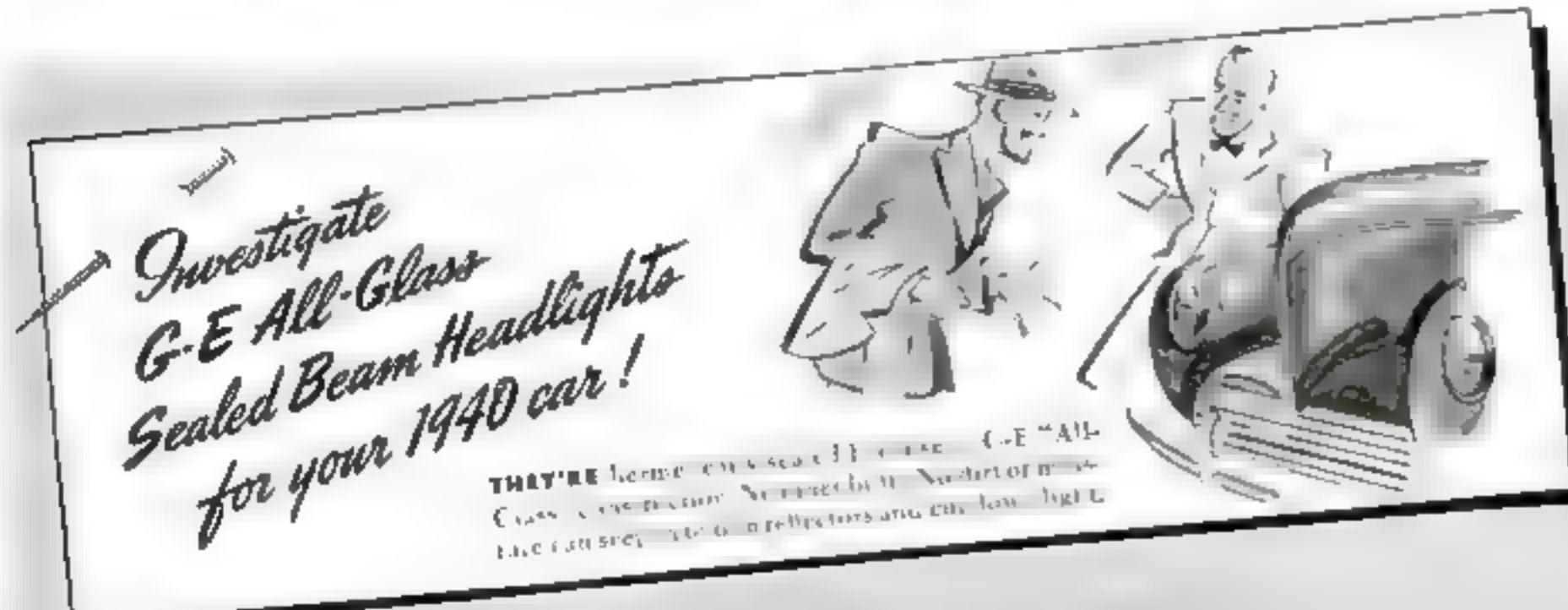
WITH THE NEW LAMPS just announced by General Electric, you can triple the lighting on your pre-1940 car. All you do is clean regular headlight lenses and reflectors, and install new "All-Glass" G-E MAZDA Driving and Passing lamps in auxiliary units on the bumper. They work automatically with regular headgears to help you see farther, better, faster!



ON OPEN HIGHWAYS, the "Driving Beam" lights up the whole road, gives you ample time to slow down for curves or emergencies. When meeting other cars, you dim your lights as usual, but the "Passing Beam" lights the right curb far ahead! Secret is the scientifically-designed system that gives the added punch of light you need far down the road when it's clear of traffic and lights your side of the road when passing other cars.

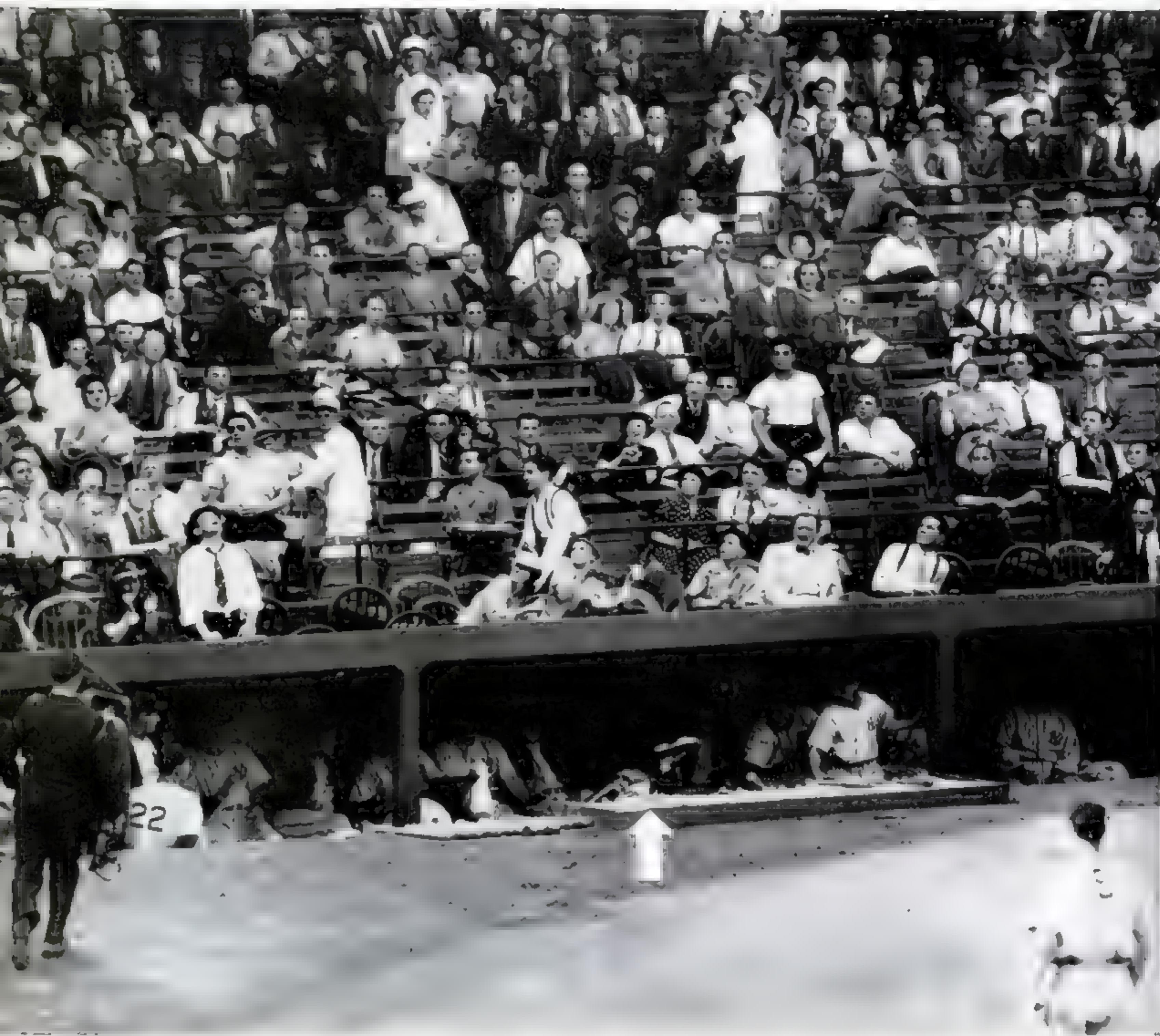


ASK FOR a "Glascel" System with 2 units, one "driving", one "passing"; convenient dash cutoff switch, and if necessary, relays to assure full lighting efficiency. Be sure units are properly aimed to put light where needed, and be sure they're equipped with "All-Glass" G-E MAZDA Driving and Passing lamps (G-E makes only the lamps). Cost installed: no more than a good pair of glasses! *Approved for use in most states. Ask your dealer.*



The new "All-Glass"
G-E MAZDA AUTO LAMPS
GENERAL  ELECTRIC

ALWAYS DIM YOUR LIGHTS WHEN PASSING OTHER CARS



INTO YANKEE DUGOUT PLUNGES CATCHER GEORGE SUSCE OF ST. LOUIS BROWNS, WHILE SPECTATORS CRINGE FROM HIGH FOUL WHICH HAS ALREADY DROPPED TO GROUND

CRINGING SPECTATORS, SCARED BY HIGH FOUL, MAKE A GREAT BASEBALL PICTURE

Every clear afternoon during the summer, news photographers trundle their cameras out to the major league ball parks to snap thousands of pictures. Rarely do they get a good one. One of those rare exceptions is shown above. As Joe DiMaggio hoisted a high foul over New York's dugout in the Yankee Stadium, Daily News Photographer "Hank" Olen aimed his camera not at the ballplayers but at the spectators. What he got shows how ordinary people look when they are afraid of getting hit on the head.

Some of them cringe low in their seats and roll their eyes or stick out their tongues. Others stand up and try to follow the ball. Others giggle, whistle or chew on their cigars. A few remain magnificently unruffled. For all of them in this picture the danger has

already passed. The ball has dropped to the ground and Catcher George Susce of the St. Louis Browns has made a thrilling but vain attempt to catch it. In so doing he has stumbled over the Yankee bat box, and now lies prostrate (*see arrow*) in the dugout.

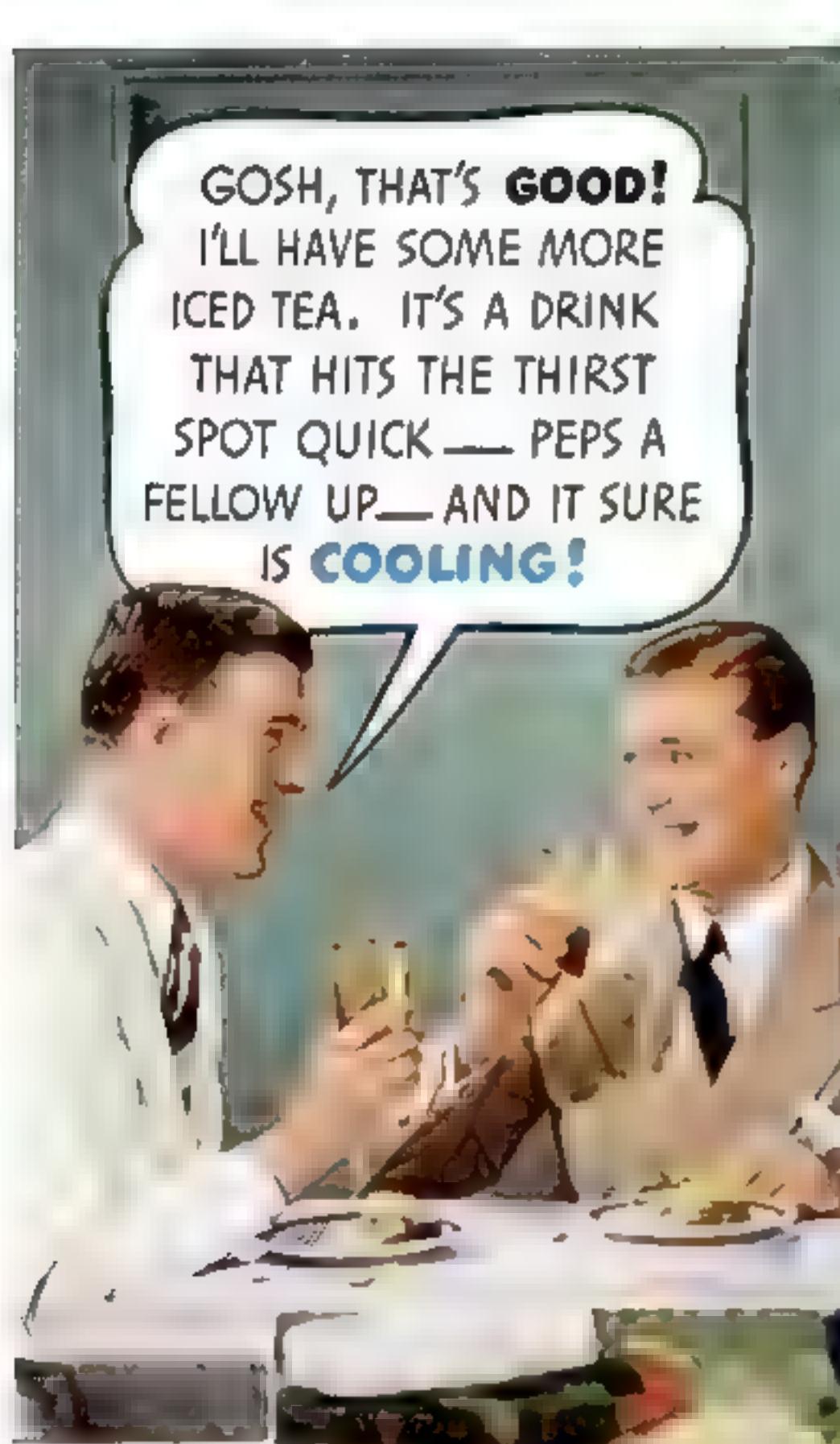
Although the Yankees won this game (played last month) 7-to-1, they are finding it tougher and tougher to win their fifth straight pennant. Even by last week, as the season rolled closer to July 4, traditional time when the eventual winners are supposed to be leading the leagues, the Yankees had risen from last place only as high as fourth, showed no immediate prospects of going higher.

In the Yanks' accustomed place at the top of the American League last week rode the Boston Red

Sox, often called the Gold Plated Sox because of the \$1,500,000 Tom Yawkey has spent to build them up. With the best hitting in either league, they looked as if they would be a hard team to beat.

The National League last week as usual was in the midst of a dogfight. The lead changed hands almost daily, with only two games separating the first-place Cincinnati Reds and third-place New York Giants. In second place were the clownish Brooklyn Dodgers, who for the first time in ten years were making a serious bid for the pennant. So serious in fact was their bid that even New York Giant fans, accustomed to scorning everything the Dodgers did, were genuinely impressed, admitted under their breath that this year Brooklyn had a real ball team.

Delicious_Cooling_Invigorating_ICED TEA



HOT—thirsty—sauced out? Quic—*iced tea!* A tall, tinkling glass gets you **COOL**, in a twinkling—it hits the *thirst spot*—picks up your *PEP*! Iced tea is thrillingly delicious—tangy—satisfies. Wilted appetites hail iced tea. Delicious with cocktails, sandwiches, salads. Keep iced tea always on hand. It's the summer drink for *all* the family!



PEPS YOU UP!

These good black teas are especially suited to the American taste. For economy and full enjoyment, buy *quality* tea.



A black and white illustration of a man in swim trunks jumping into water. He is shirtless, wearing striped swim trunks, and has a determined expression. The water is depicted with dynamic, wavy lines.

DON'T HESITATE
— INSULATE !

WHEN it's so hot you long
for the old swimming hole
—think of the oil in your engine.

Modern tighter-fitting, faster-
running motors subject oil to ter-
rific heat. Under these conditions
ordinary oil may break down and
form harmful "varnish" on the pis-
tons, causing "engine drag," in-
creased gasoline consumption and
excessive wear and tear.

Havoline Motor Oil is **INSU-
LATED AGAINST HEAT** and will not
form "varnish" under high speed

DISTILLED AND
INSULATED
... AGAINST HEAT ... AGAINST COLD

driving on the hottest summer days.
Insulated Havoline also is distilled
to keep your engine clean and free
from harmful carbon, insuring
maximum power.

So don't hesitate, change to
Insulated Havoline Motor Oil **TO-
DAY!**—at Texaco and other good
dealers everywhere.





Alexander Willis, dressed for a party in a latsman's shapka and with a Dagestan knife in his teeth, poses before a minaret which supports Ferdinand (left), and Dopey (right).



His wife Mildred did her marketing at Grozny in the public bazaar. A vendor with the itch sells dried apples and apricots and fresh pears at 60¢ a pound. Wine is plentiful.

Russian Album

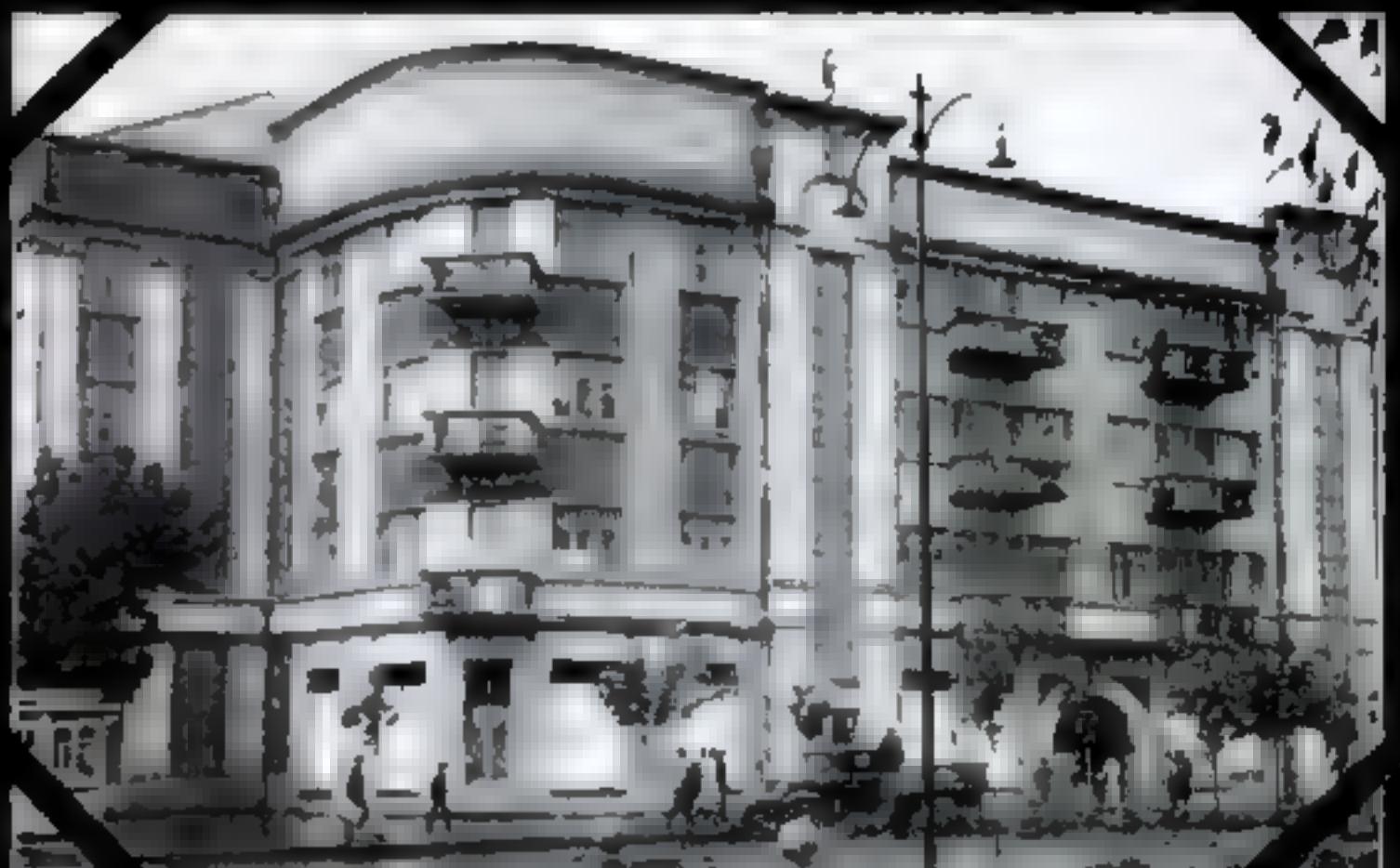
After almost two years in U.S.S.R. an American engineer returns with these revealing photos

New pictures from Russia are as rare as a 1913 Liberty-head nickel. Sovfoto, the official picture agency, releases precious few. During the Finnish war only a handful reached the U. S. from the Soviet side. Across this Red barrier recently came these informal photographs taken by Alexander Willis, an American in charge of an aviation oil refinery at Grozny, capital of the Chechen Republic near the Caspian Sea.

Engineer Willis left Russia in May after a stay of almost two years. His report: Grozny's 170,000 people were better fed, better dressed than when he had seen them once before in 1932; housing had improved but was still cramped. "Uh" and typhoid were prevalent despite all Soviet attempts to speed up production, the Russian worker is as disinterested and sluggish as ever.



THESE AMERICANS REPRESENT GROZNY'S ENTIRE FOREIGN POPULATION



WILLIS LIVED IN CITY'S BEST APARTMENT WHICH TOOK 42 MONTHS TO BUILD



OIL TRUST GAVE WILLIS HIS RUSSIAN-BUILT "215" WITH BUICK ENGINE



MARUSSA, THE MAID, SPENT HER MONEY IN GROZNY'S FIRST BEAUTY PARLOR

Russian Album

(continued)



Community swimming pool is a cement basin, 30 by 125 ft., which has chlorinated water. Swimmers bunch together in the warm water flowing into pool from the pipe.



At the water "automat" at Makanch-Kala, capital of nearby Dagestan, women put the equivalent of 4¢ in a slot and pump out a pailful. City dwellers pay water rent.



The speculators' section in the market place at Grozny is where poorest element buys and sells old clothes and junk at a profit. License to speculate here costs one ruble.



A Cossack and a Chechen carpenter talk things over on a Grozny side street. The Cossack wears traditional dress and the carpenter has on a typical padded cotton suit.



This shepherd from the hills visits the bazaar at Grozny. The black cape he wears is made of felt. Cap is sheepskin. Even on hot summer days he dresses this warmly.



Grozny's trams were always jammed. Theater in rear, decorated with portraits of Molotov, Lenin, Stalin, Voroshilov, gives plays. City has several movie houses.



Carrying Red banners the union leaders of Grozny led May Day parade outside the Willis' apartment in 1939. White-bloused militia in background are ordinary police.



Son of the president of Chechen Republic lived in same apartment house as Willis. Windows of building were boarded up awaiting the tardy arrival of glass panes.



People danced fox-trots in streets of Grozny on May Day 1939 to an accordion that played tunes from two-year-old American movies. In summer people dance in park.



Willis saw 1940 Moscow May Day parade from window of U.S. Embassy. Red Square is in the background, a corner of Kremlin at right. The building at left is old Duma.



THIS IS LIFE HOUSE NO. 8 IN SCARSDALE, N. Y. IT IS A LOW, RAMBLING HOUSE PLANNED FOR A FAMILY OF FIVE OR SIX. INSIDE ARE SIX ROOMS AND TWO BATHS.

LIFE HOUSES

HERE ARE EIGHT NEW HOMES PLANNED AND BUILT FOR U.S. 1940

Most people want to own the house they live in. For them a home of their own is the most contenting place to abide, the most satisfying place to grow in. It is a place to delight and comfort a man. There are few things he finds more worth fighting for.

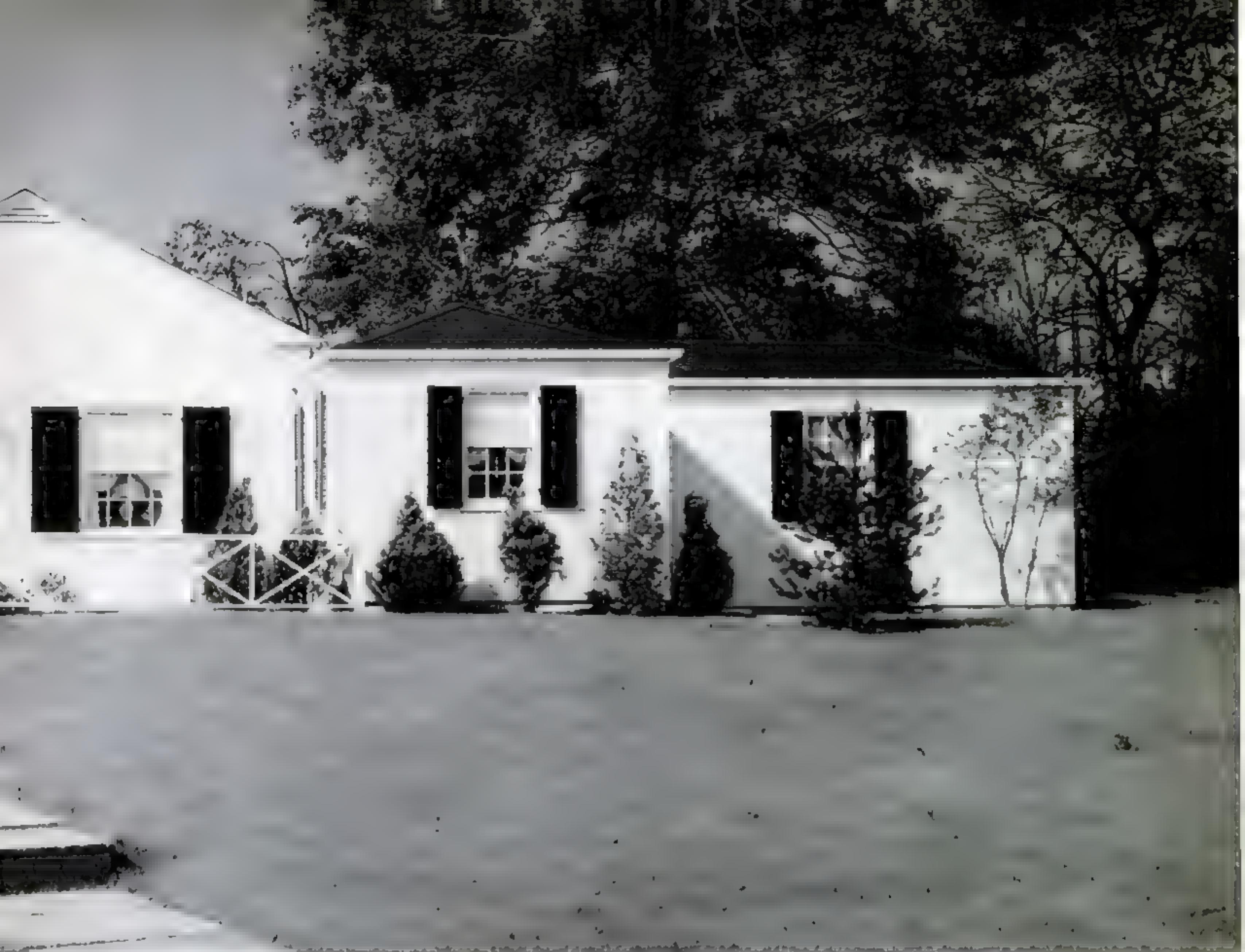
But not even half the families in the U. S. live in homes they own. Between the demand for houses and the supply of them there has been for years a great gap, breached and widened by the cold facts that there were few low-cost houses and that houses were hard to buy. Today there are signs that the gap is narrowing. On these pages LIFE makes an attempt—its second—to make it even narrower.

Here in wood, brick, stucco, stone are new houses for modern Americans. There are eight different models of varying sizes and costs, designed for LIFE by eight eminent American architectural firms. They are LIFE's Houses for 1940. There are now 121 of them built or building.

Almost two years ago LIFE took its first dramatic step toward helping Americans fulfill their ever-present dream of owning a home. At that time LIFE (Sept 26, 1938) published plans for "Eight Houses for Modern Living." They were designed for four specific and representative U. S. families with incomes from \$2,000 to \$10,000 a year. LIFE's purpose then was to demonstrate important advances that have been made in the past decade in the design and technology of housebuilding. The response to the story was quick, the impact solid.

Today LIFE carries houses off paper into three-dimensional reality. This time the field and the costs were more limited. The architects were told to plan houses for people who earned from \$1,800 to \$6,000 a year. In collaboration with LIFE's sister magazine, ARCHITECTURAL FORUM, the plans for the houses (identified by numbers from 1 to 8) were drawn up, criticized, reworked, finally approved. The National Association of Real Estate Boards endorsed LIFE's program, helped in getting the co-operation of builders.

Up to mid-June, 73 builders in 27 States and Canada were building or had built LIFE Houses. Many others are planned. Fifty-one of those completed were furnished for show purposes by 37 department and furniture stores. They represent now an investment of more than \$1,000,000. Already a dozen have been



FROM THE ROAD FLAGGED STEPS LEAD UP THE SLOPING LAWN TO A GRACIOUS AND USEFUL HOME, DESIGNED AND BUILT FOR THE NEEDS OF 1940 AMERICANS

sold. At right is an index of the houses and their designers. On page 92 a geographical directory of each house will tell the reader where to go to see a LIFE House, who built it and who furnished it.

As LIFE unveils these homes the housing boomlet of the past few years shows signs of becoming a real boom. In 1934 only 50,000 single-family houses were built. Last year 300,000 were built. This year construction is almost 6% over last year. As the number of houses built rises there is a highly significant drop in the price of the individual house. The average price per home has fallen from \$5,800 in 1935 to \$3,245 in 1939—in spite of a slight increase in building costs. This means that the American housebuilder is at last interesting himself in lower-cost housing. It is on this vast untapped market that any big building boom must be based. It is the market with which LIFE is largely concerned.

Because building costs vary so greatly (up to 30%) in different parts of the U. S., LIFE classifies its houses by buyers' incomes. A man averages 25% of his income for rent. Today the Federal Housing Administration mortgage terms are so lenient and interest rates so low that it is easier to finance a house than it ever has been before. A \$4,000 house can be bought for \$400 down and \$20.92 a month. Today a good house is a sound hedge against a possibility of wartime inflation.

These LIFE Houses definitely do give the buyer a lot for his money. To someone who has lived in a house built 15 or 20 years ago, they present some startling changes. They give most of their space to rooms most used for living. Bedrooms are smaller because they don't have to be big. Dining rooms are being eliminated in favor of alcoves at the end of living rooms, adding space to the much-used living room. Windows are bigger and kitchens are wonderful.

Slowly but traceably, American families are beginning to move away from crowded cities. Just a few days ago an early census report showed that St. Louis has lost 8,000 population in the past ten years but that St. Louis County, where many of the city's suburbs lie, had picked up in population. The flow into urban centers has been checked. It is moving out again as Americans are beginning to satisfy their primal urge to live in a space of their own, in a home of their own.

LIFE House 1 (see p. 78). Architect: Cameron Clark of New York. Two bedrooms, living room with dining alcove, kitchen, bath. For the man making \$1,800 to \$2,300 a year.

LIFE House 2 (see p. 80). Architect: Gardner A. Dailey of San Francisco. Two bedrooms, living room with dining alcove, kitchen, bath. For the man making \$2,300 to \$3,000 a year.

LIFE House 3 (see p. 82). Architects: Holabird & Root of Chicago. Three bedrooms, living room, kitchen, utility room, bath. For the man making \$3,500 to \$4,100 a year.

LIFE House 4 (see p. 83). Architects: George Howe & Robert M. Brown of Philadelphia. Two bedrooms, living room with dining alcove, kitchen, utility room, bath. For the man making \$3,000 to \$4,000 a year.

LIFE House 5 (see p. 84). Architects: Perry, Shaw & Hepburn of Boston. Three bedrooms, living-dining room, kitchen, bath. For the man making \$3,600 to \$4,500 a year.

LIFE House 6 (see p. 86). Architects: Treanor & Fatio of New York. Three bedrooms, living room, dining room, kitchen, two baths. For the man making \$4,400 to \$5,500 a year.

LIFE House 7 (see p. 88). Architects: Shreve, Lamb & Harmon of New York. Three bedrooms, living-dining room, kitchen, bath, lavatory. For the man making \$5,000 to \$5,500 a year.

LIFE House 8 (see p. 89). Architects: Shaw, Naess & Murphy of Chicago. Three bedrooms, living-dining room, kitchen, utility room, bath, lavatory. For the man making \$5,200 to \$6,000 a year.

HOUSE NO. 1 IS MINIMUM

Cameron Clark's No. 1 House is the smallest and cheapest of the eight LIFE Houses. It is a minimum house with its four rooms and bath compactly arranged on one floor. The sloping roof gives it a trim and cozy look and, more practically, provides attic space much needed for storage in so small a home. The dining area can be made part of the living room when snuggled into a window recess as in the photographs shown below or it can be made part of the kitchen, as shown in the isometric drawing on opposite page. An ingenious fold-down door can be used to wall off the kitchen entirely from the living room, open it completely or partially to the living room *as you like*. The kitchen itself is small but very well arranged and contains everything a kitchen needs. The bathroom, back-dwelling on the kitchen to reduce expensive plumbing lines, is placed so that an overnight guest sleeping in the living room can reach it without disturbing the occupants of either bedroom. The bedrooms are not large but can accommodate two beds and have adequate closet space. Forty-seven No. 1 Houses are being built. They will sell at prices ranging from \$3,800 to \$5,000.



Exterior variations in No. 1 House are shown here. House at left is end to street with living room facing window on narrow side of house; doorway recessed in porch.

door on wide side of house; doorway recessed in porch. Other houses have living room and door on wide side



The No. 1 House in Oswego, Ore., near Portland, is set among towering Douglas firs and has a terrace of round redwood slabs. Built by Murphy & Dunn of Portland, it was visited by 4,000 people the first day it was opened, was sold immediately to one of the 4,000 for \$3,000 including land and garage.



No. 1 House at Andover, N. J., about 50 mi. from New York, was built by A. N. & A. V. Lockwood as a summer home without garage or heating system. Built on a high plot overlooking Lake Leapse, it sells for \$3,800. Unlike the architect's or-



The isometric floor plan lifts the roof off the No. 1 House and shows how compact and efficient the arrangement of the rooms is. Here the dining alcove is part of the kitchen.



In plan the dining area is in living room, set in a deep bay window. Between kitchen and living room is a low set of shelves. The furniture, provided by Kresge department store of Newark, is simple. The light, gay color effect of the living room is carried on into kitchen.



No. 1 House in Milwaukee along with a No. 6 House behind it was built by A. P. Stark Co. on a parking lot adjoining The Boston Store. A hole through building wall connected houses and store. No. 1's are sold "passaged" for \$4,500, without land but with garage and cellar.



The folding kitchen door in the Milwaukee No. 1 House is shown in operation in these three pictures. Above, the four-part door, drawn partly across the living room, is open to provide easy access from kitchen to the dining table in alcove at left. In center is the back door.



The doors are closed (above), shutting off the kitchen but still adding space to the living room and leaving ready access to the back door. Below, the door is stretched clear across the living room, providing another wall and shutting off the front from the back of the house.





NO WASTE IN NO. 2 HOUSE

Gardner A. Dailey's No. 2 House, more spacious than the No. 1 House, is designed to take full advantage of ready-made, less-expensive building materials. For instance stock windows have been placed in groups of three to give the effect of an expanse of glass without adding to cost of construction. There is an extraordinary amount of window space in this very light house.

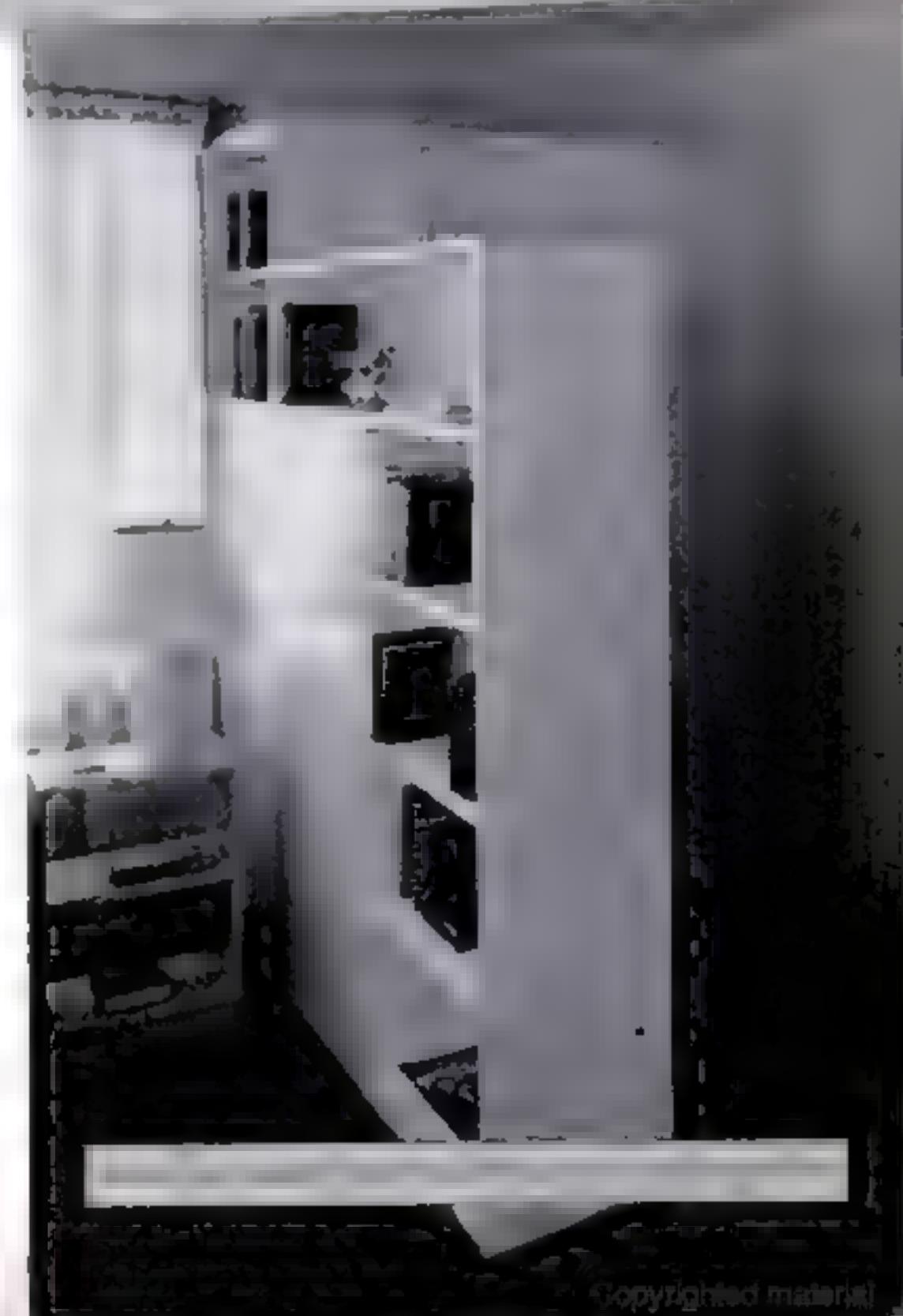
Planned for a small lot, the No. 2 House has its living quarters at the rear of the house, opening on a terrace which is sheltered by the side wall of the garage. The front door is set back 17 ft. from the front of the house, enhancing both the privacy and the dignity of the approach.

There is no waste space in this home. The living room, dining room and front entrance are all in the same room. Yet the room is neither confused nor cluttered. The dining room is in a good-sized alcove at the end of the living room which sets it off without taking away from the spaciousness of the main room. An entrance foyer is beautifully achieved by putting a tall bookcase facing the door (*below*). It acts as a partial wall, blocks off gusty drafts from an open door.

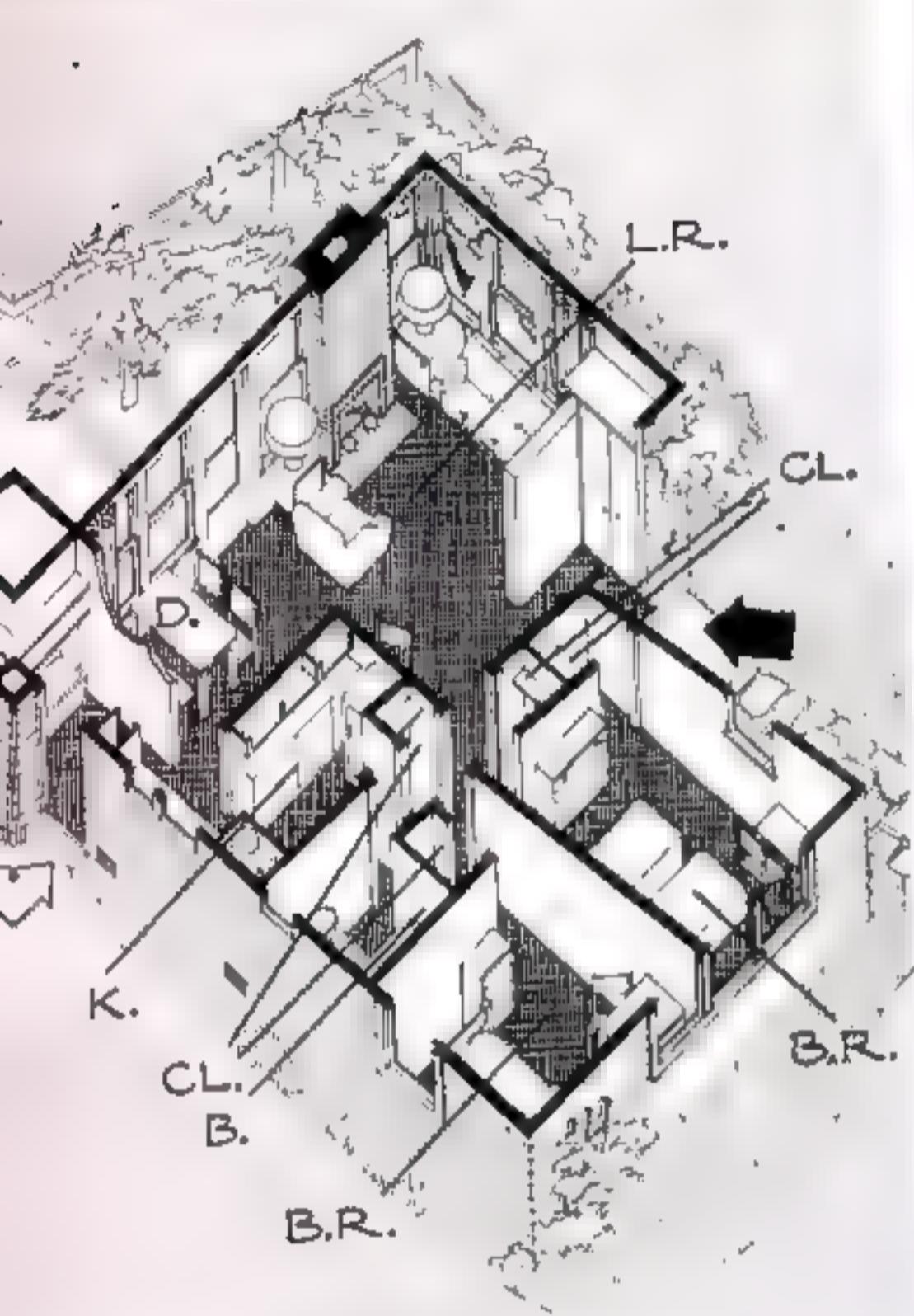
There are 18 No. 2 Houses built. The six of them printed above (with the names of their builders) clearly illustrate the variety of exterior treatment possible with this design. Those No. 2 Houses which have already been sold have brought from \$4,700 to \$6,200.



No. 2 with a flat roof looks low and modern, is especially suited for the Southwest and Pacific Coast where this style is popular and where roof extension shades windows.



No. 2 House plan shows how the main



Living quarters are in the back part of the house, with the two-bed-
room forming a front wing. Big back terrace is for outdoor living.



No. 2 with sloping roof and gables suits those who dis-
like the flat tops and sometimes severe lines of the alto-

gether modern LIFE Houses are designed to permit
exterior variation while retaining the same useful plan.

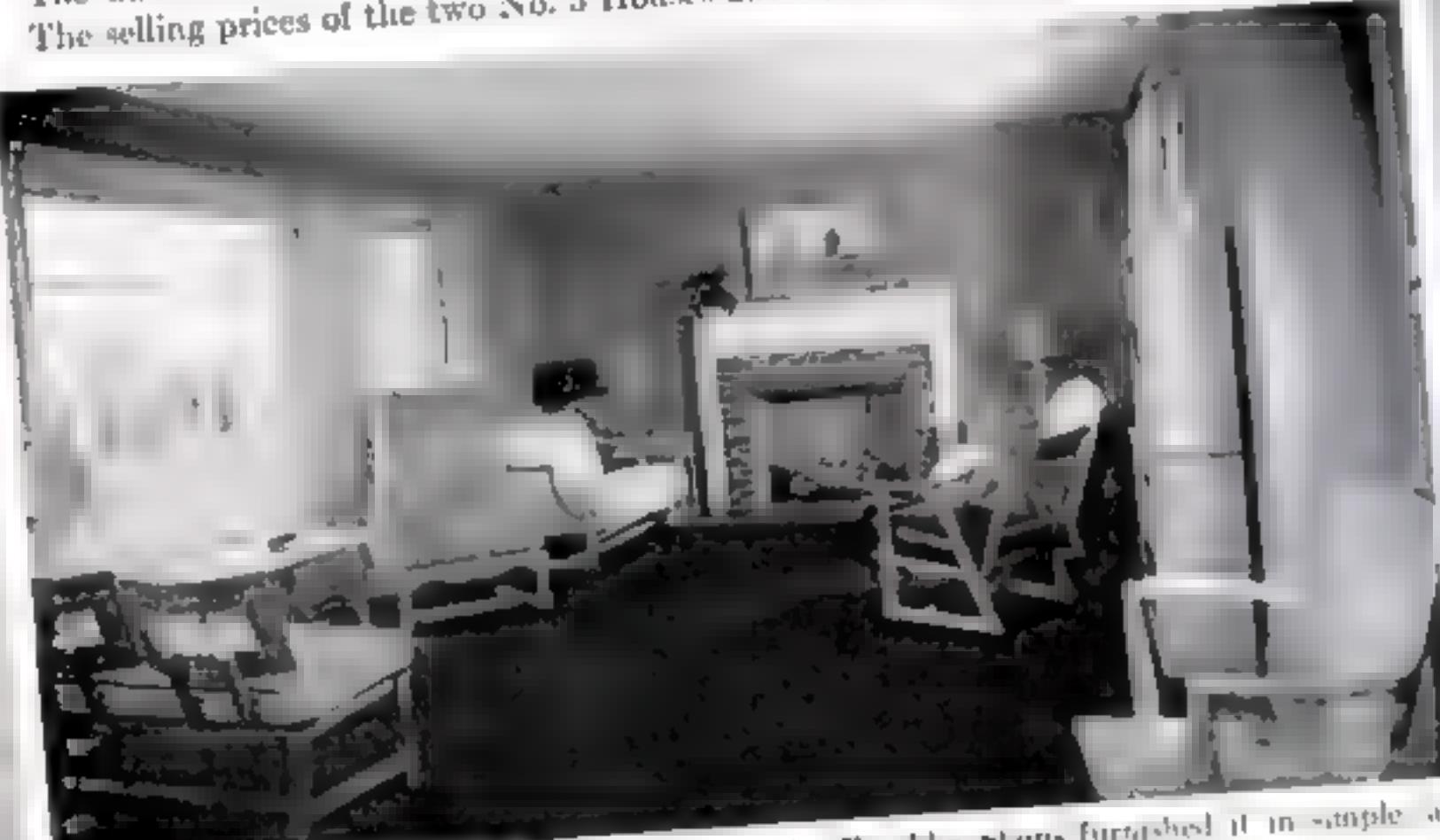




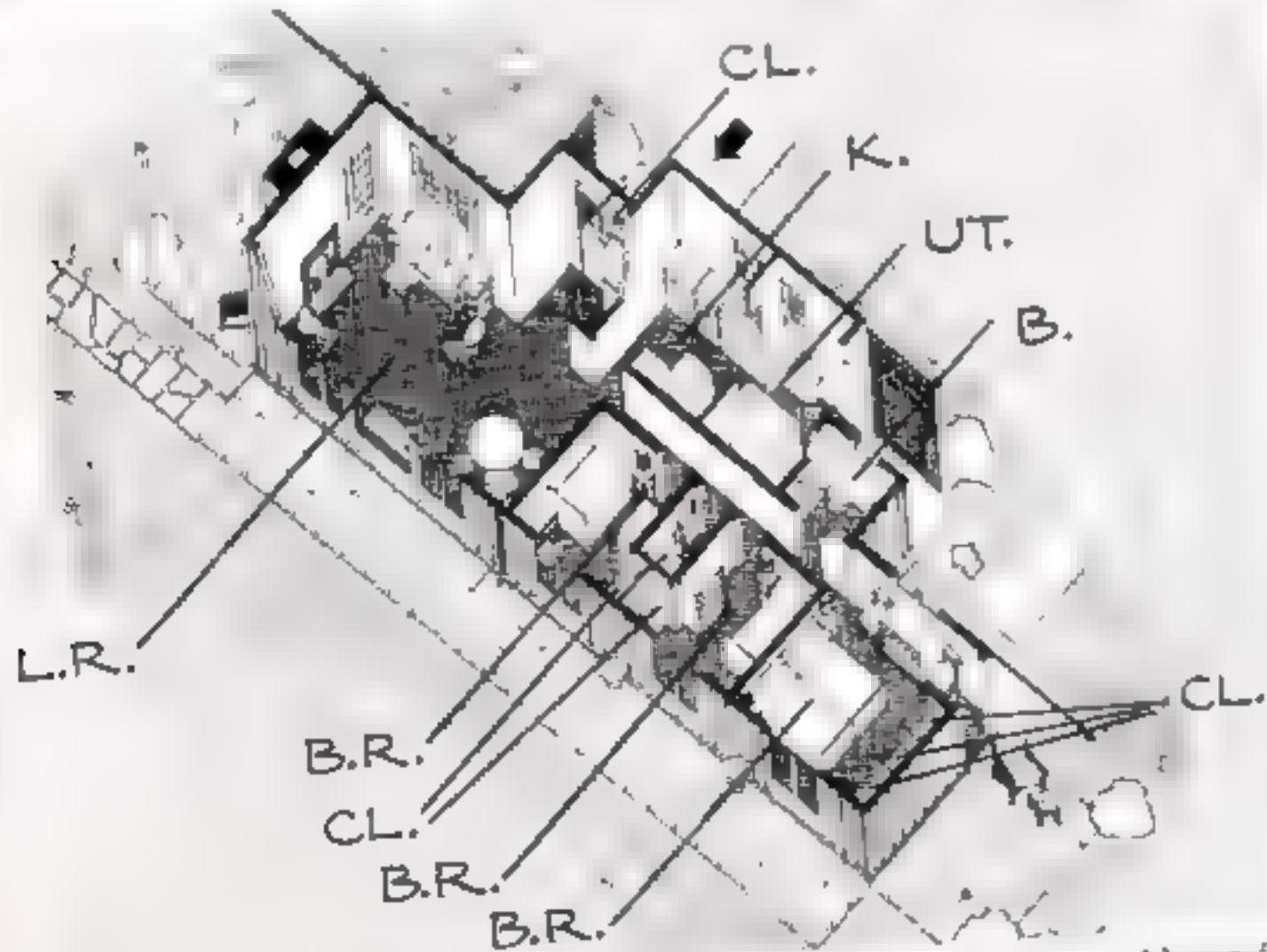
The No. 3 House in Massapequa, L. I., was built by the Harmon Organization and cost \$3,375 to build. This view of the rear shows one wall of the living room almost entirely filled with window.

NO. 3 HAS SYMMETRY

LIFE asked Holabird & Root to design a small, three bedroom house for the country. The No. 3 House that these architects turned out is a long, symmetrical building 57 ft. by 24 ft., not too big for a suburban subdivision. In the No. 3 House the service elements—kitchen, utility room, bath—are in the front, facing the road. The living quarters in back face on a long terrace. One wall of the long living room is almost all window, bringing much light into the house. Cross ventilation in the small bedrooms is provided by unobtrusive ceiling grilles. The addition of porches at each end of the house is provided for in the plans. The selling prices of the two No. 3 Houses already up run from \$7,500 to \$8,500.



No. 3 living room is long, light and spacious. The Franklin Steps furnished it in simple, almost rustic style. This picture was taken from the diagonal rear of the big room.



The plan of No. 3 shows its symmetry. The shallow utility wing is set in center of house front. The utility room takes the place of a cellar, contains the heating unit as well as the laundry tubs.



LIFE'S NO. 4 HOUSE SITS BACK FROM THE ROAD.

NO. 4 IS FOR FAMILY THAT DEMANDS ROOM



HARMON ORGANIZATION MADE CONTRASTING USE OF CLAP



ACTS AS BUFFER BETWEEN HOUSE AND STREET. GARAGE ROOF ALSO SERVING TO COVER A PLEASANT AND GOOD-SIZED FRONT PORCH WHICH LEADS UP TO HOUSE

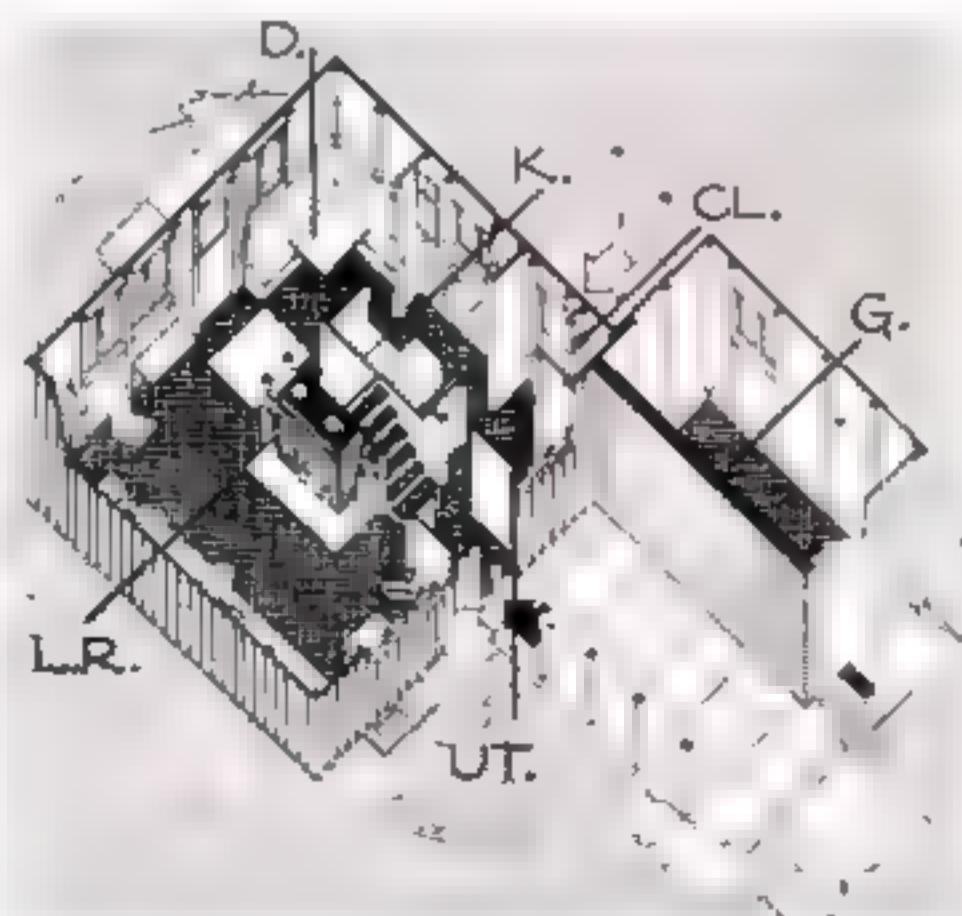
George Howe and Robert M. Brown went back to the simplest and most economical plan for building a two-story house. Their No. 4 House is a square box, built around a central chimney. The simple spirit of the house is carried out in its plain but pleasant exterior.

This is a house for a small family that likes to have plenty of room to live in. The ground floor is almost

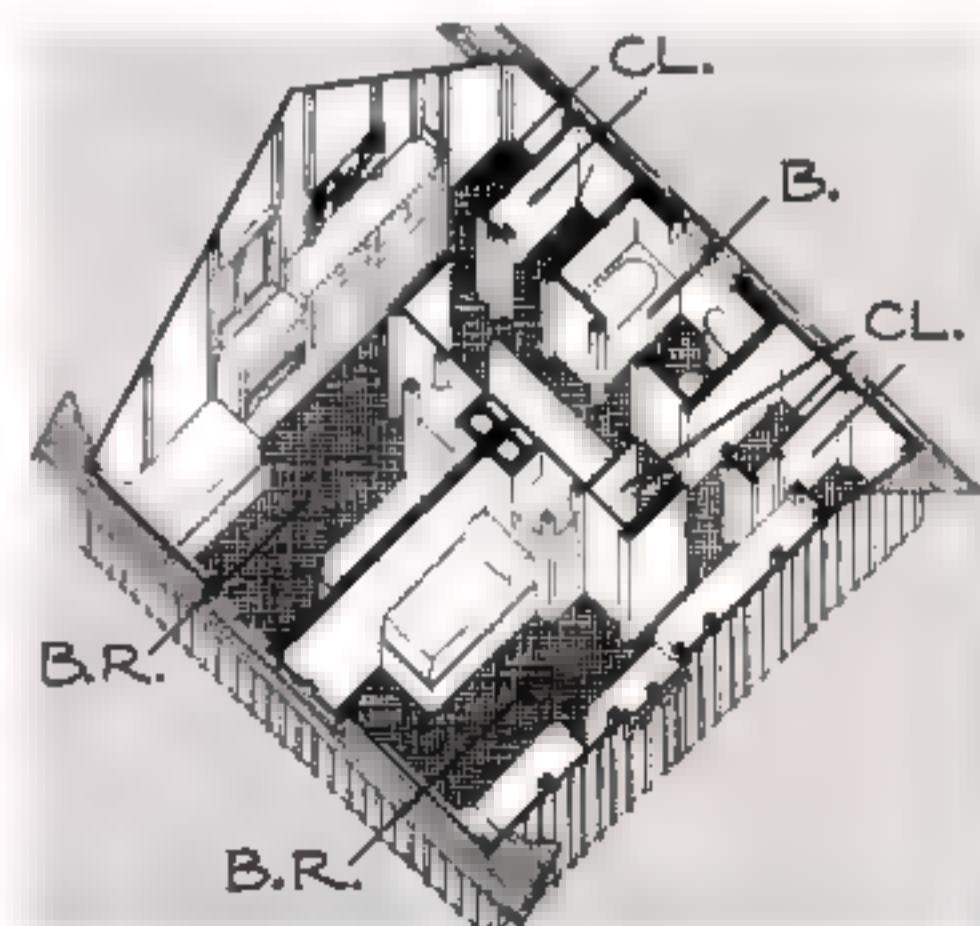
entirely taken up with the long living room. The dining alcove, off in an ell, enjoys considerable privacy and opens out on the garden terrace. The kitchen opens at both ends—one way into the dining alcove, the other into the utility room, the back porch and the garage.

On the second floor are two good-sized bedrooms and an amount of closet space which will bring tears

of joy to women who have lived in the small-closeted clutter of the usual small house. Each bedroom is arranged so that a long section near the closet has almost the privacy of a dressing room. The architects have deliberately planned the bedrooms to give space for built-in chests of drawers and dressers. The No. 4 House that is now finished in Amityville, Long Island, is offered for sale for \$8,150, this price including land.



GROUND FLOOR OF NO. 4 IS MOSTLY ALL LIVING ROOM



MORE-THAN-GENEROUS CLOSETS FILL OUT SECOND FLOOR

LIFE HOUSES

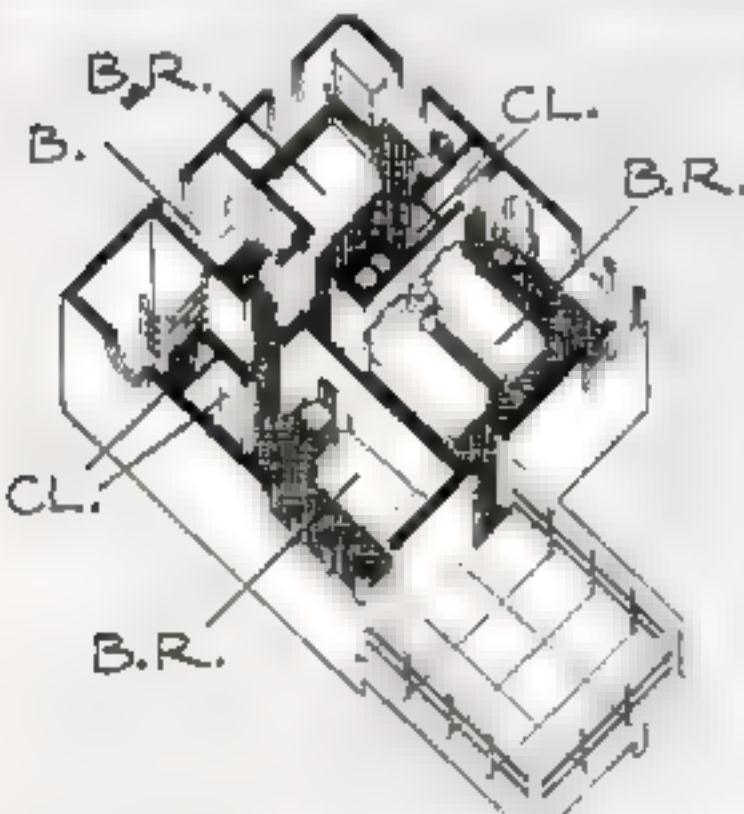


The guest room in the No. 5 House opens out on the wide upstairs sunporch and can be used very satisfactorily as a

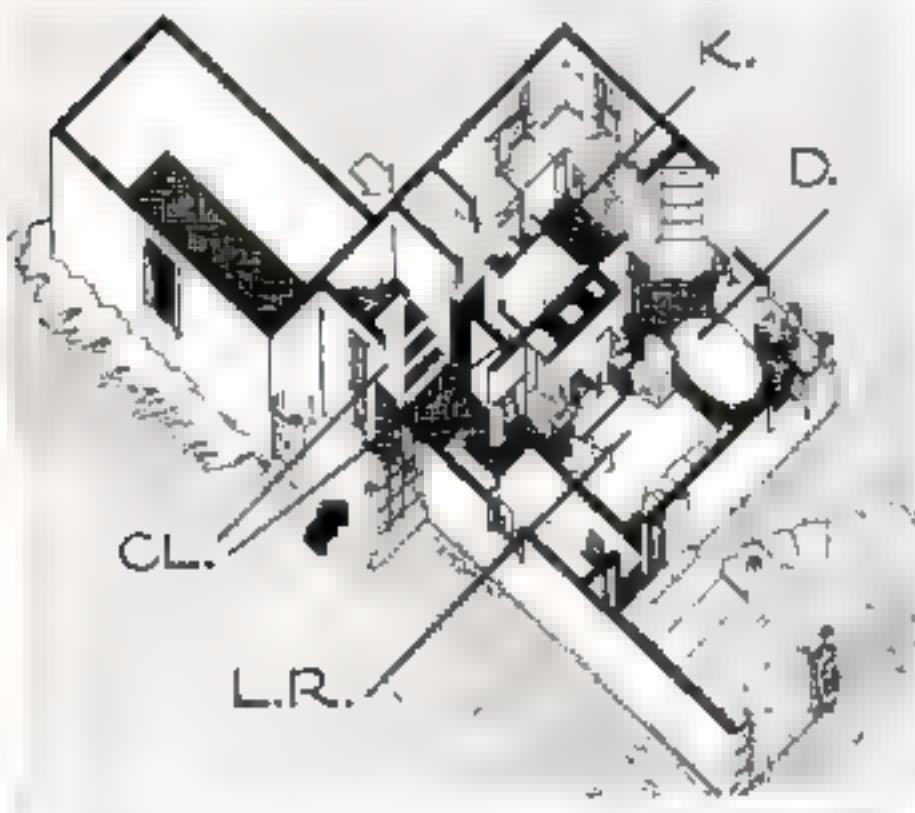
second sitting room or as a sewing room or as a study. This house at Wethersfield, Conn., was built by Joseph De Paul.



The kitchen is the most admired room in the Wethersfield house. The funny-hued wallpaper in the dining nook at the end re-



UPSTAIRS ARE THREE BEDROOMS AND TERRACE



DOWNSTAIRS IS THE 22-FT.-LONG LIVING ROOM

NO. 5 HAS DISTINCTION

The No. 5 House, designed by Perry, Shaw & Hepburn, is a three-bedroom house like the No. 8 House. Like the No. 4 House, it has two floors and is efficiently arranged in the familiar box plan. To relieve the square exterior a porch stretches out on one side, the garage on the other. The porch serves double duty, being used as a shady spot underneath and as a sunny terrace on top.

Here again the architects have decided against a separate dining room in order to get spaciousness in the living room. The dining area in the long living room is placed next to the big corner window, which helps to set it off. The front entrance is right next to the garage door and a big coat closet is right behind the front door. The second floor has been compactly laid out around a small hall, with all possible space given over to the good-sized bedrooms.

Since the No. 5 House at Wethersfield, Conn., was opened, more than 2,000 people have come to look at it. The room they liked best was the kitchen, here modified from the original to include a breakfast alcove (*see above*).

Sixteen No. 5 Houses have been or are being built. The charming one at Wethersfield, three of whose rooms are pictured above, was sold to a family of three for \$7,989, with a plot of land valued at \$1,500.



THE NO. 5 LIFE HOUSE IS BASICALLY A SQUARE BOX.



leaves the clean efficiency of the rest of the room. The windows flanking the alcove make it a light and cheerful place to eat.



The large master bedroom in the No. 5 House has a group of four big corner windows, whose light is well used here for the

dressing table. This No. 5 House in Wethersfield was effectively decorated by Watkins Bros. of near a. Manchester.



THE ADDITION OF THE PORCH AND GARAGE GIVE THE FAMILIAR FORM VARIETY AND DISTINCTION



No. 5 in Washington, built by Waverly Taylor, Inc. and furnished by the Palms Royal, is made of brick. Most unusual of all its rooms is the basement recreation room—*below*—done in primitive South American style with grass mats covering the wall, grass screen concealing the furnace.





No. 6 kitchen in Westbury, L. I., built by the V. & B. Building Corp. and furnished by the Franklin Shops of Hempstead, L. I., is efficient to the highest degree, with window bgs. for back sink and work at rear.

NO. 6 IS BIG AND RAMBLING

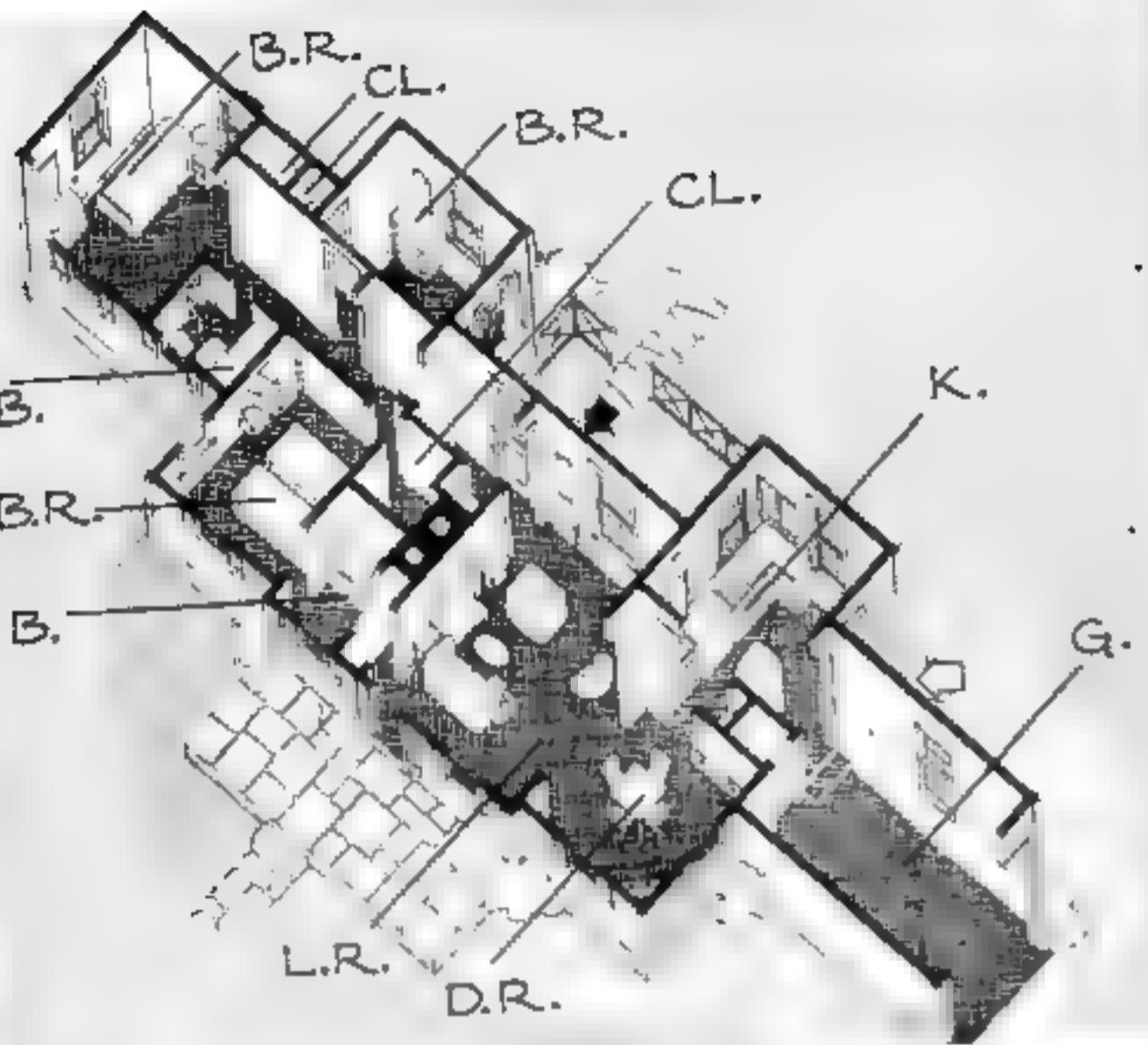
LIFE House No. 6, designed by Treanor & Fatio, is the inviting house shown on the first two pages of this story. Designed for the country, it spreads itself in informal though symmetrical fashion. Though it rambles, it is actually put together concisely. Its living quarters are at one end, its sleeping quarters as far away as possible from the disturbances of kitchen and living room.

This six-room house is the only LIFE House with a separate dining room but even here the architects have deliberately not cut it off from the living room. Instead, the rooms are separated by a very wide arch as shown in the picture at bottom of the opposite page. Larger and more expensive than the LIFE Houses previously discussed, it has two bathrooms. Like an increasing number of new houses, it carries out the sensible idea of putting the main living quarters in the rear of the house, facing terrace and garden.

There are 34 No. 6 Houses built. The one in Scarsdale, N. Y., shown on pages 76-77 was built by Wilmot Woods, furnished by W. R. Thorne. Selling prices with land run from \$9,000 to \$12,000.



THE WINGS OF THE NO. 6 HOUSE PERMIT AN INTERESTING AND VARIED ROOF PATTERN. THEY ALSO PROVIDE GOOD VENTILATION FOR ALL ROOMS. DESIGNED



Plan of No. 6 shows how the living and eating quarters are grouped at one end of the house, bedrooms at the other. Master bedroom has bathroom of its own and huge closet.



FOR COUNTRY, No. 6 IS NOT TOO LARGE FOR HIGH-GRADE SUBDIVISION PLOT



Entrance hall of No. 6 lies between living room and bedrooms. Above is the Webster Groves, Mo. house built by Webster Building & Supply Co. and furnished by Scruggs, Vandervoort, Burrey. Floors, walls and ceilings of this house are all covered with linoleum. Below: dining and living rooms of No. 6 in Westbury, L. I., built by V. & B. Bushing Corp., furnished by Franklin Shops.



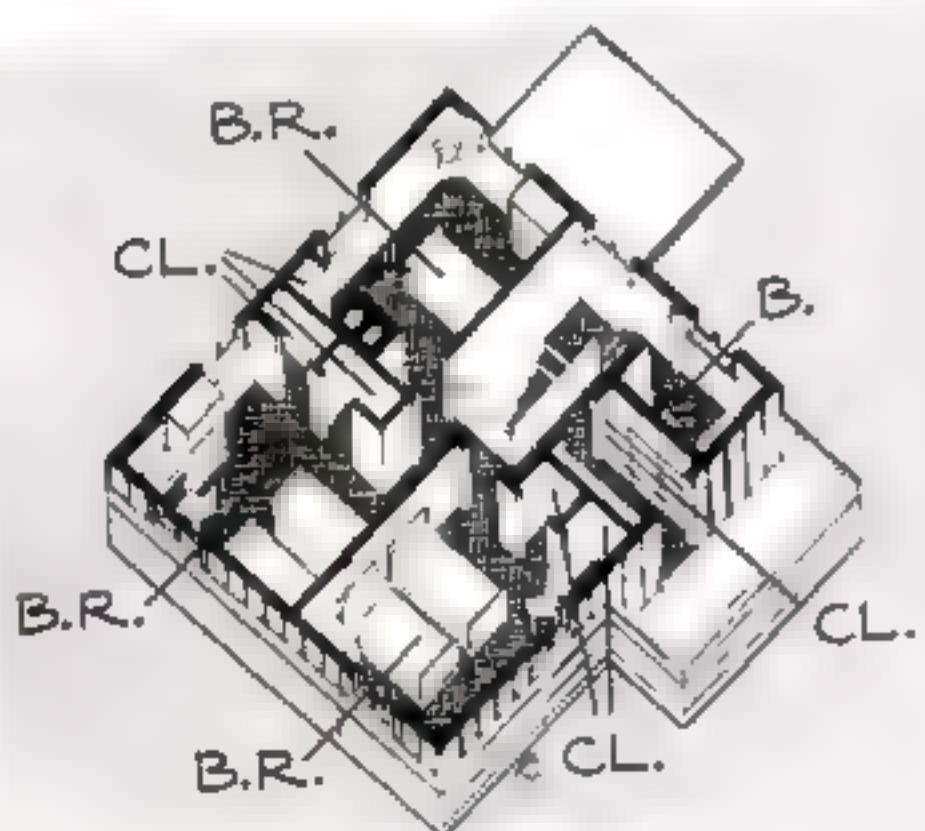
NO. 7: MODERN CONSERVATIVE



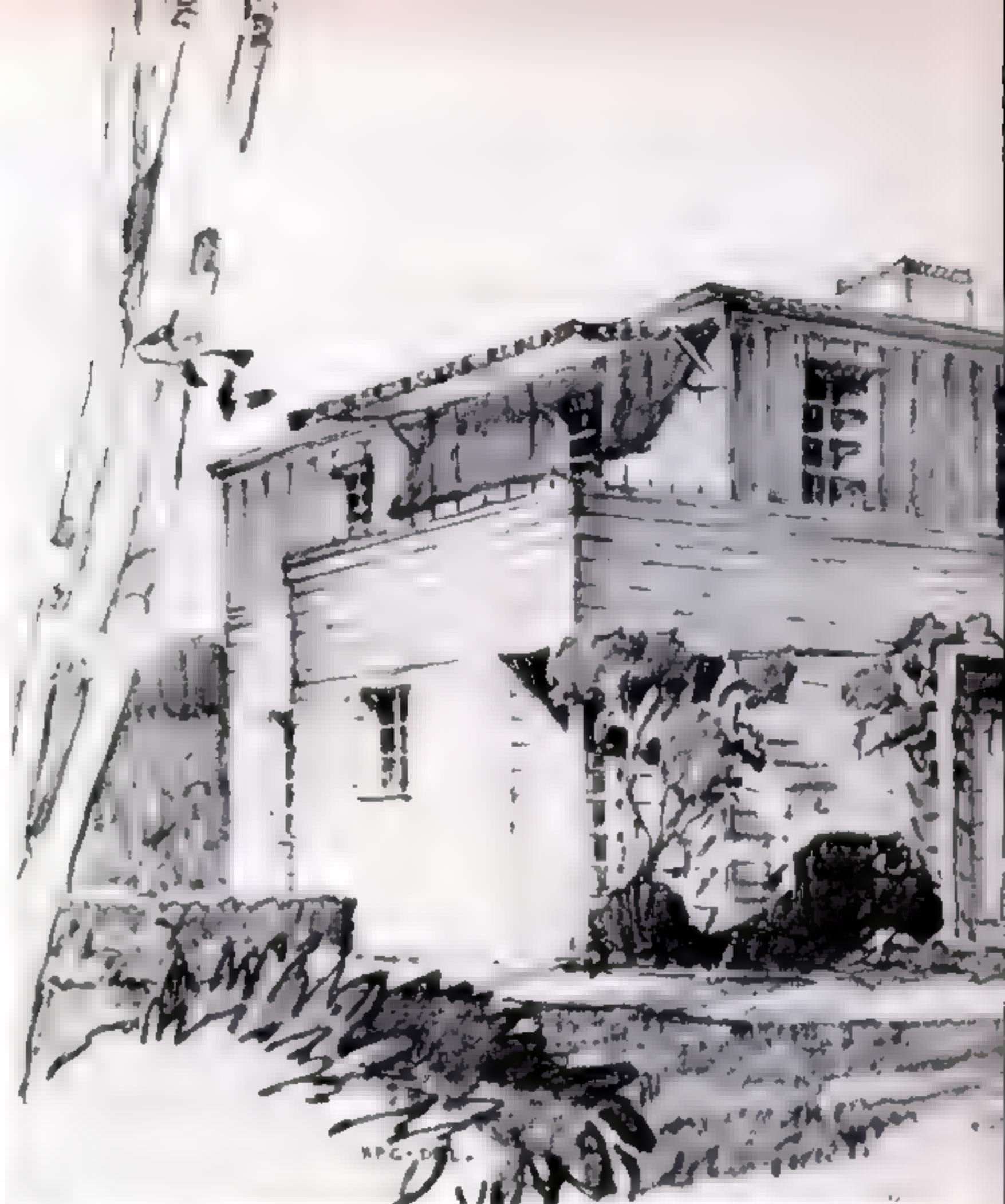
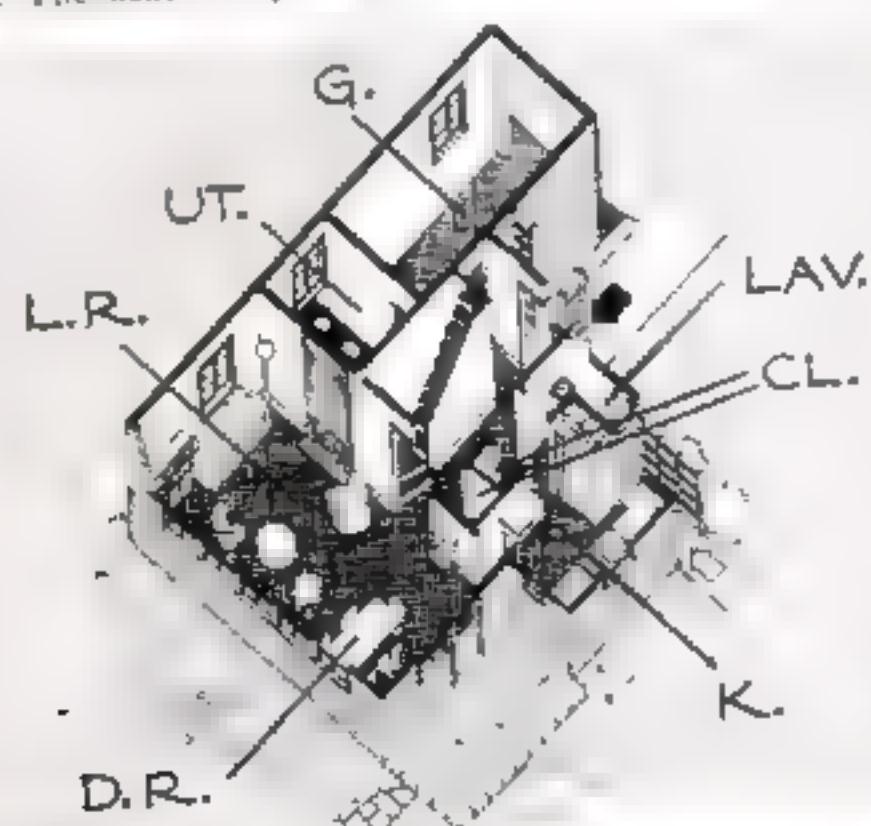
No. 7 House in Tampa, Fla., built by G. A. Hanson Co., has white concrete block exterior, a variation on the wood planned by the architects.



Living room of the Tampa No. 7 House, furnished by May Bros., rearranged so that the big sofa in the foreground has back to the dining space.



Plan of No. 7 shows the unusual amount of closet space - eight closets in all. There is also a good deal of window space with glass stretching across one side of the living room. Even the kitchen gets light from three sides. The heater is placed in a small room just off the garage.



House No. 7, by Shreve, Lamb & Harmon in modern style, can be built either with flat roof (as shown above) or with a slightly sloping "hip" roof as in the Tampa House shown at left above. It has three bedrooms with one bathroom upstairs and a lavatory downstairs. The dining room here is part of the long living room. Just outside is a dining terrace. The garage extends right into the house. In a room off the garage is a heater. Access to upstairs sun deck is provided through the spacious linen and storage closet, making it possible for anybody to use the deck without having to walk through a bedroom to get outside. Eight No. 7 Houses are being built. Selling price of the Tampa No. 7 House (shown at left), is \$9,500 with land.





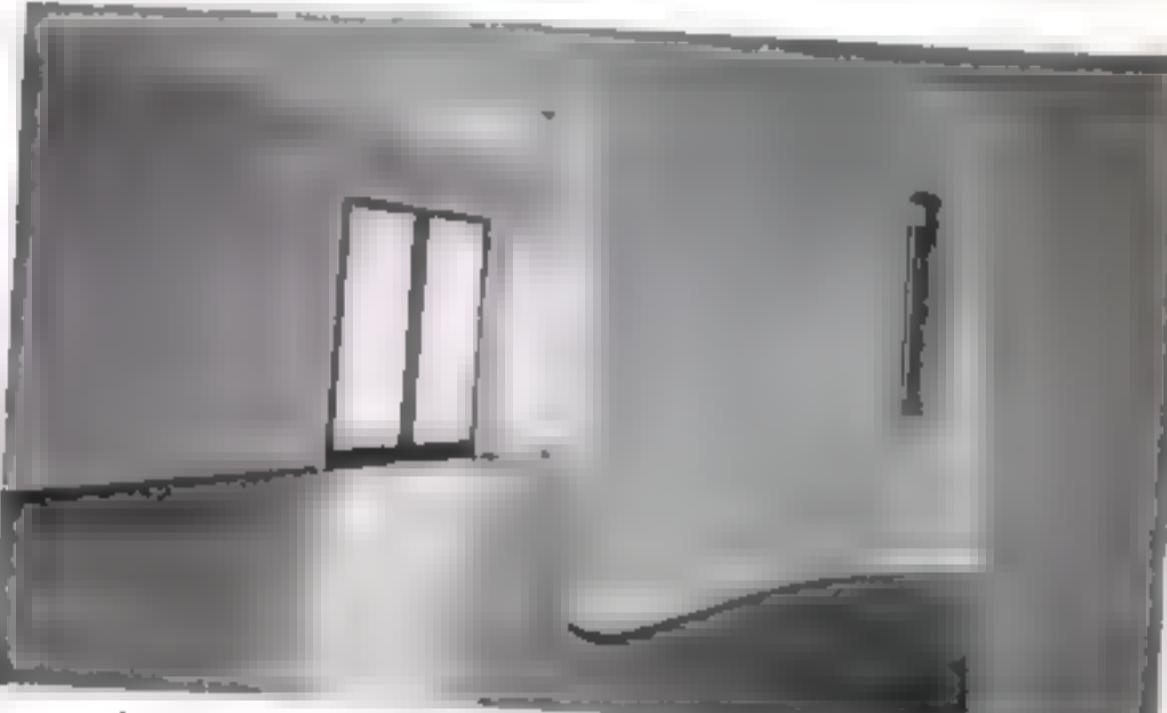
No. 8 House, largest of all I.H.B. Houses, was designed by Shaw, Nuess & Murphy. Five of them are being built. One of them is the very attractive luxury home which will be given away in a raffle by the Chicago Maternity Center *see next page*. This house has three bedrooms and is built out so that walk-in rooms are possible. The very large living room is a dining alcove in one corner, using the device of a curved wall to set off the alcove. Large French doors on three sides of the living room open on the garden. The kitchen, laundry room and garage form a distinct unit. The utility room, in absence of a cellar, holds heaters, laundry tubs, and also serves as kitchen vestiule. The long row of small windows under roof are for the hall and bathroom.



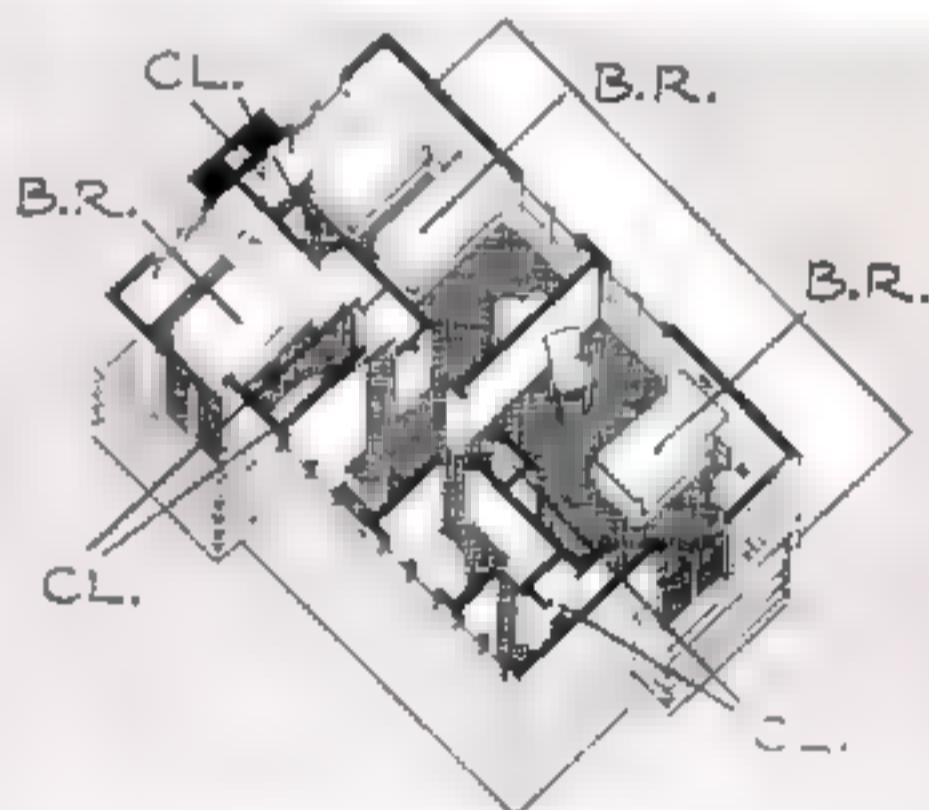
NO. 8 HOUSE IS THE LARGEST



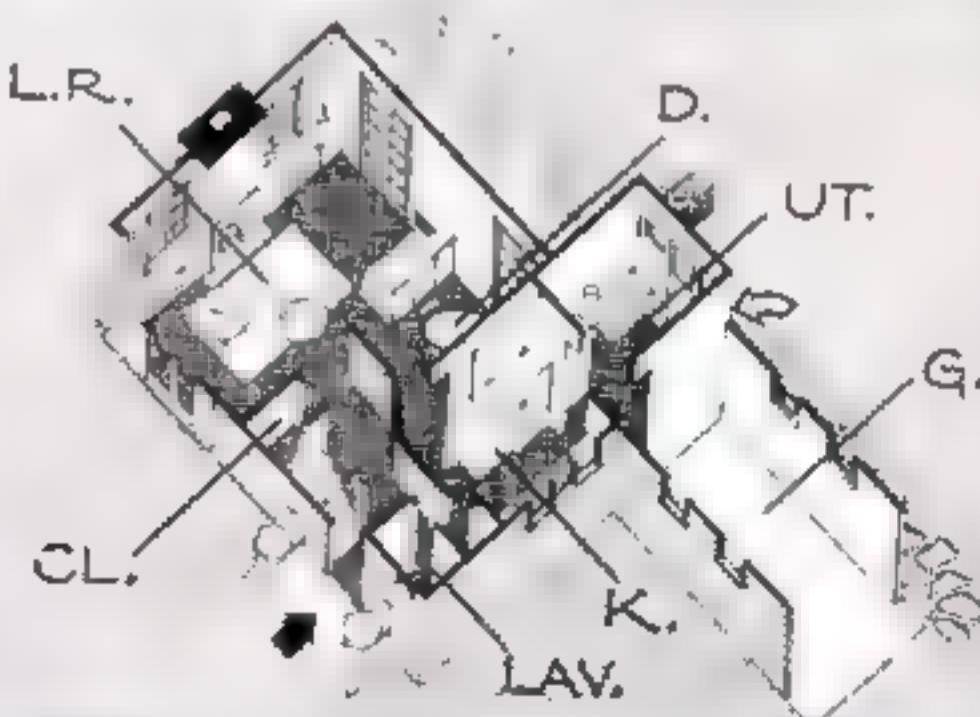
No. 8 in Houston, Tex., was built by River Oaks Corp. and furnished by Helene Sprong & Co. French doors lead to small upstairs bedroom porches.



A curved wall in the St. Louis Hills, Mo., No. 8, built by the C. C. Williamson Organization, leads gracefully from the living room into the dining room.



Plan of No. 8 shows how the curved wall on first floor (below) achieves its useful effect of giving the dining alcove semi-sprawl. In these plans the space next to master bedrooms *bottom corners of plan lines* is allotted to the dressing room but it is big enough to house an extra bathroom.



CONTINUED ON NEXT PAGE

LIFE HOUSES (continued)



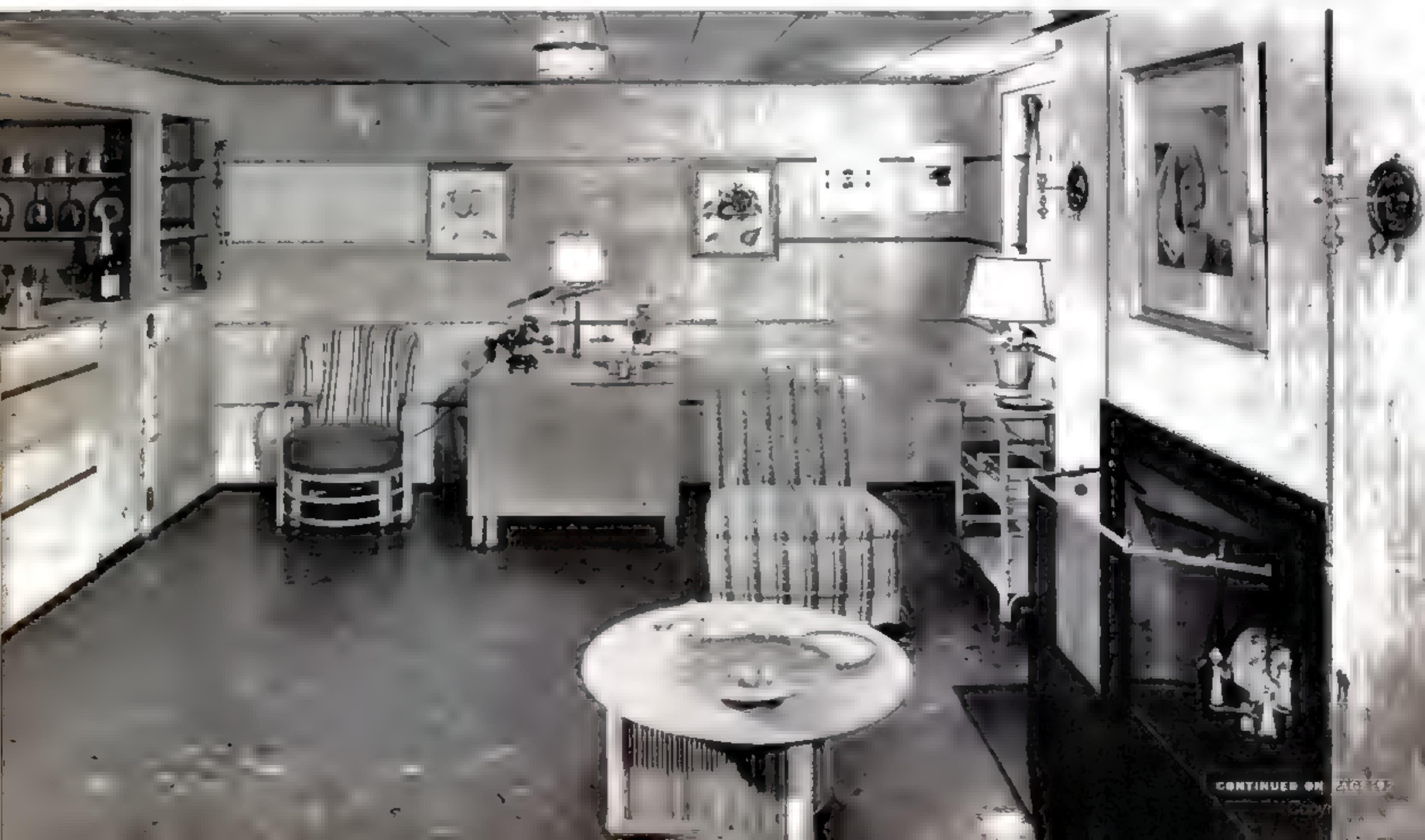
MASTER BEDROOM IN NO. 8 HOUSE IN LA GRANGE PARK BOASTS THREE LONG MIRRORS. WHEN CLOSET DOORS OPEN GLASS FRONTS ACT AS PANELS FOR MIDDLE MIRROR

THIS NO. 8 HOUSE WILL BE RAFFLED

THE PLAYROOM IN THE BASEMENT IS A PLACE FOR INDOOR GAMES AND HIGH LIVING. IT HAS BIG FIREPLACE, COMMODIOUS BAR AND PLENTY OF SPACE FOR PING-PONG

The most expensive of all the LIFE Houses is the No. 8 House built at La Grange Park, Ill., suburb of Chicago. It cost William Joern & Sons \$17,500 to build. It is on a plot valued at \$3,000 and donated by the Harmon Organization. Yet this \$20,000 house will cost the buyer only 50¢. It is not being sold. It is being raffled off at 50¢ a chance by Dr. Joseph B. DeLee's famous Chicago Maternity Center.

So far, approximately 20,000 people have visited the house, paying 10¢ admission. Before the raffling-off finally takes place in September, the Maternity Center hopes to collect 150,000 admissions and sell 100,000 chances, thereby realizing a worthy profit of \$45,000. Built of wood and stone and handsomely landscaped, the house is furnished by Carson Pirie Scott & Co. in a luxurious though simple manner.





"Life Houses are Great; there's one we'd like to have. But we have so many questions to ask about owning a home. Where can we find the answers?"

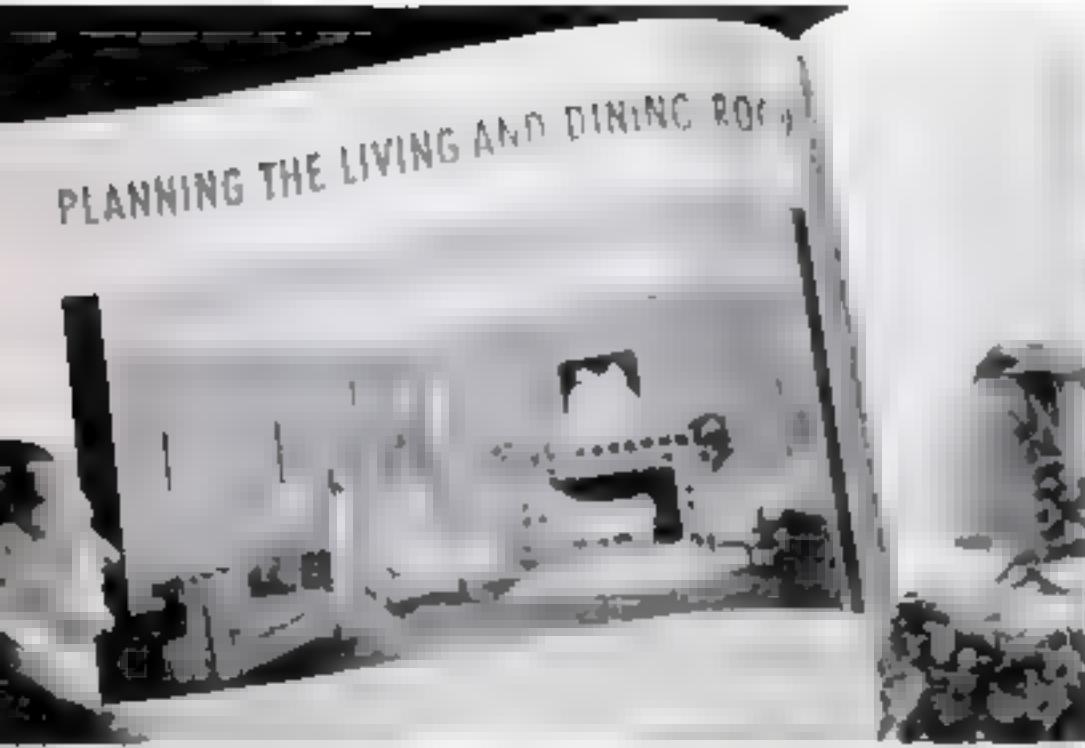
What do you want to

Know about owning a Life House

~ or any house?



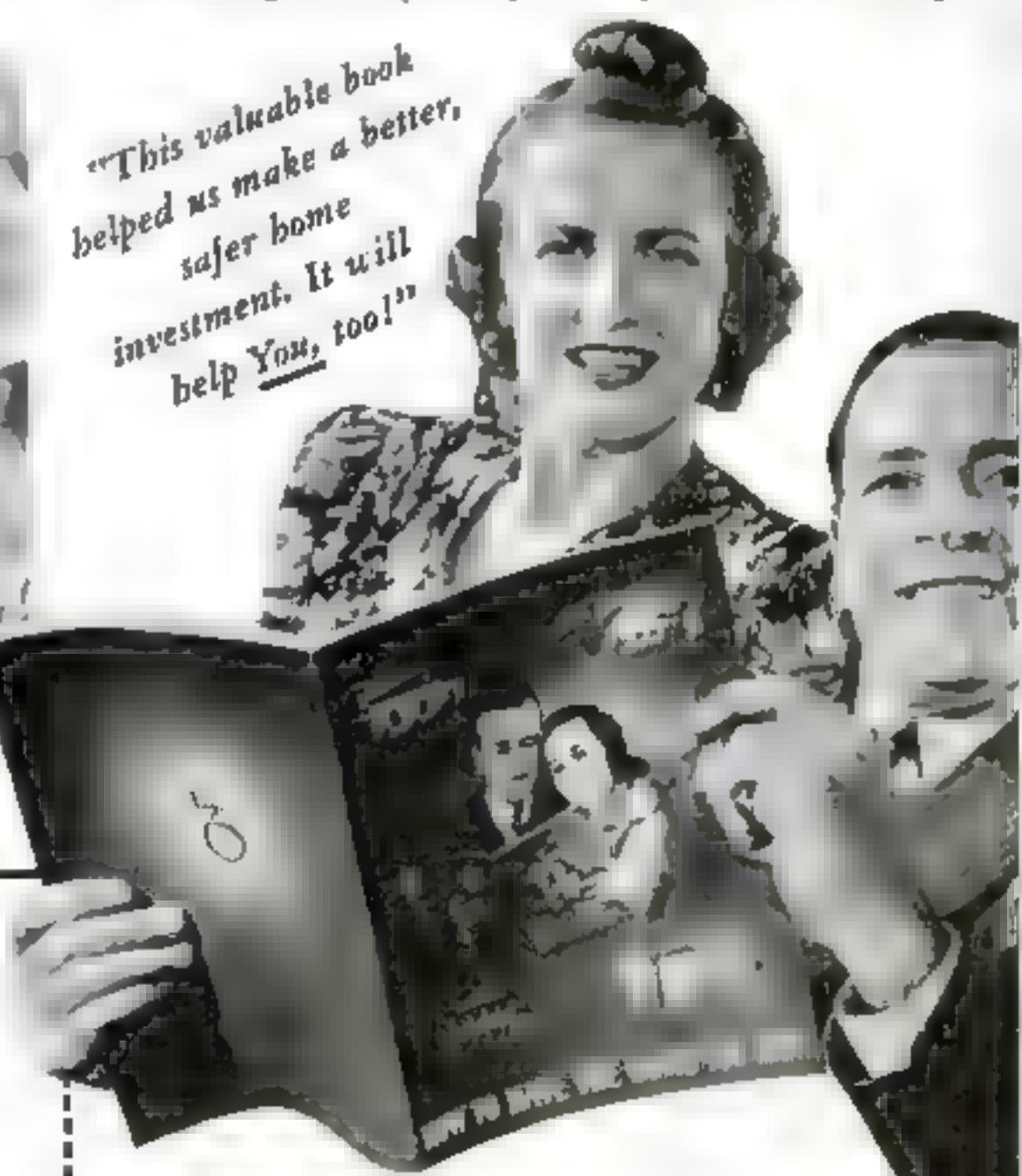
How to select a neighborhood—answers to questions about location of transportation, schools, churches—details about budgeting and financing. You'll want to know all this.



How to plan all your rooms for comfortable living and for greatest utility. You will want to design your kitchen, living room, dining room, bedroom and your closets efficiently.

How to guard against fire. Do you know that your home can be protected with fireproof materials, which actually cost less than those which burn? Be sure you have this important advantage.

How to choose insulation—practically, sensibly, economically. Assure lasting year-round comfort for your home. With this guidance you may choose your insulation wisely.



How to assure smooth, durable room surfaces. You'll want to know how to have better, stronger, safer walls and ceilings, whatever size, price or style of home you build, buy or remodel.

How to decorate—make small rooms look larger, high ceilings look lower. Get hints on wallpaper patterns and paint colors. You'll want these many practical tips on decorating every room.

can be obtained. *That's easy!* The United States Gypsum Company, makers of quality building materials for over 38 years, has published all this valuable data in a 116-page book called "How to Have the Home You Want."

To get the help of this valuable book, ask your local USG Dealer for a copy. Or mail this coupon with 10c (coin or stamps) to cover mailing and handling.

UNITED STATES GYPSUM COMPANY
Dept. 30, 300 West Adams Street, Chicago, Illinois L-7-1
We want a copy of "How to Have the Home You Want" 10c (coin or stamps enclosed).

Name _____

Address _____

City _____ State _____

UNITED STATES  GYPSUM COMPANY

—where research develops better, safer building materials

IT SAYS HERE..



WHITE ROCK

[PROPER NOUN]

A FAMOUS, PURE MINERAL SPRING WATER WITH A KEEN MINERAL TANG THAT IMPROVES THE FLAVOR OF WHISKEY AND MAKES ALL HIGHBALLS TASTE BETTER.

[DERIVATION]

THE WHITE ROCK MINERAL SPRINGS, WAUKESHA, WISC.

[PHRASES]

ON THE ALKALINE SIDE,
BETTER FOR YOU!
GOOD WHISKIES DESERVE
WHITE ROCK, ALL OTHER
WHISKIES NEED IT.



GOOD WHISKIES DESERVE

White Rock

ALL OTHER WHISKIES NEED IT

(continued)

A DIRECTORY OF LIFE HOUSES

A total of 73 builders and 37 department and furniture stores have co-operated in building, decorating and furnishing the 121 LIFE Houses. Below is a directory of the Houses, which gives their locations, builders and furnishers.

LOCATION	FURNISHER	BUILDER
CALIFORNIA		
Los Angeles North Hollywood San Francisco Santa Cruz Santa Monica Sherman Oaks	The Emporium The May Company Wilshire	William T. Richardson William McEntire David D. Bohannon Org. Wilson Brothers William T. Richardson Marcus Shipman
COLORADO	Calkins-White Bros. Co.	Leach Realty Company
CONNECTICUT	Watkins Bros., Inc. A. J. Collins Co. Watkins Bros., Inc.	Watkins Bros., Inc. W. W. Stewart Syndicate Joseph De Paolo
DIST. OF COLUMBIA	Palais Royal	Waverly Taylor, Inc. Life Estates Company
FLORIDA	Mass Brothers	C. A. Hanson Company
ILLINOIS		
Calebsburg Geneva La Grange Park	Carson Pirie Scott & Co.	Marc S. Parsons Edward S. Reque Organization William Joern & Sons— Harmon Organization, Inc. Thomas J. Gage Edward S. Reque Organization
Lincolnwood Naperville Northbrook Highlands Peoria Springfield Wayne W. Chicago	Montgomery Ward & Co. A. Dickason & Sons Chas. E. Norris & Sons	The Bills Realty Inc. Woodward Development Co. R. Bedell Hines & Co. Edward S. Reque Organization Edward S. Reque Organization
INDIANA	Macnee Furniture Co.	John R. Worthman, Inc. Indiana Housing Assoc., Inc.
Fort Wayne Muncie		Met Foster Company
IOWA		
Davenport	J. D. Purcell Co. Stewart Dry Goods Company	Robert & Longsworth, Inc. Kenneth A. Barker, Sr.
KENTUCKY		
Lexington Louisville	The May Company	Roland Park Company Life Estates Company Hagerstown Realty Co. Betty M. Winn
MARYLAND	Shockley Furniture Co.	
Baltimore Baltimore Hagerstown Hagerstown	Jordan Marsh	Homer T. Brown, Inc.
MASSACHUSETTS		
Boston	Fawley Abbott Company J. B. Sperry Company	W. B. Taylor Co. W. L. Cooper
MICHIGAN		
Muskegon Port Huron	Boutells	Thorpe Brothers
MINNESOTA		
Minneapolis	Scraggs, Vandervoort, Barney Newman Furniture Division Davidson's Furniture Company	Morey Newman O'Neill Co. R. E. Stephens Agency Allen Realty Company C. L. Willmore Organization C. C. Willmore Organization C. C. Willmore Organization Webster Bldg. & Supply Co.
MISSOURI		
Ferguson Joplin Kansas City King Highway Hills St. Louis Hills Webster Groves Webster Groves	Krebs	Jenkins Realty Company Harmon Organization, Inc. Cheek Construction Co., Inc.
NEW JERSEY		
Cedar Grove Chatham Hillsborough Lake Hopatcong Andover Matawan Short Hills Westfield	Krebs Krebs Krebs	A. N. & A. V. Lockwood Lake Lefferts Estates Cross Roads, Inc. Colonial Homes in Westfield
NEW YORK		
Amitville Baldwin Crestwood Massapequa Port Chester Rochester Scarsdale Tarrytown White Plains W. New Brighton	Franklin Shops, Inc. Franklin Shops, Inc. Franklin Shops, Inc.	Harmon Organization, Inc. Sweet Briar Harmon Organization, Inc. Harmon Organization, Inc. Hawthorne Developing Co. Thomas Bryan & Assoc., Inc. Walnut Woods County Homes, Inc. V & B. Building Corp. County Homes, Inc. Matthews Homes, Inc.
OHIO		
Steubenville		B. L. Batey
OKLAHOMA		
Oklahoma City	Duc & Bill Furniture Co.	Martin-Nashert Company
OREGON		
Lake Oswego Portland	Powers Furniture Company	Murphy & Dean Company
PENNSYLVANIA		
Bear Creek Drexel Hill Orwigsburg Pittsburgh Uptown	Gimbels Brothers Kaufmann's	Harry F. Goerlinger J. S. Mozzino Company Eliot Kingsbury Displayed Within Stores Edward Brown, Jr. & Assoc.
TEXAS		
Brownsville El Paso Houston	Edelstein Better Furniture American Furniture Company Heleene Spring & Company	R. L. Brockman John W. Phillips River Oaks Corp.
UTAH		
Salt Lake City		Woodbury Corporation
VIRGINIA		
West Falls Church		Curtis S. Greve Co.
WEST VIRGINIA		
Huntington	Sears, Roebuck & Co.	E. B. Kyle
WISCONSIN		
Appleton Milwaukee	The Boston Store	Daniel P. Steinberg A. P. Stark Company
CANADA		
Mount Royal	Henry Morgan & Co., Ltd.	Mount Royal Bldg. Co., Ltd.

Don't Invite a SMASH UP



UNSAFE . . .

One hand off the wheel
"Sun blinded" — anything
can happen and it too often
does. Eyes strained
Head and wrinkled



SAFE . . .

Wheel firmly gripped in both
hands. Dangerous Sun
Gone. Filtered Out. Eyes
free from fatigue. Clear
and sparkling

SOLAREX

SCIENTIFIC SUN GLASSES

Prevent Strained, Bloodshot Eyes



The Size You SEE

is the Size You GET!

You'll get a new thrill out of picture taking when you look into the Brilliant Viewfinder of the new Falcon Magni-Vue. There's your scene — clear and large — and you snap it in that split second when you plainly SEE exactly what you want! No squinting at a tiny image, no guesswork, no doubt. This handsome new camera is equipped with Twin Lens, Focusing Mount and collapsible Light Shield Takes snapshots or time exposures. A most extraordinary camera at only \$3.98.

BRILLIANT VIEW FINDER
SHOWS THE SCENE LARGE
AND PERFECTLY CLEAR

2 1/4 x 2 1/4
Pictures.
Uses Eastman
or Agfa 12-picture
roll films.

Sold everywhere
with 12 months
guarantee.

\$3.98
Complete



falcon
magni-vue
REFLEX STYLE CAMERA
FREE Write for free
catalog of all
latest Falcon
models.

UTILITY MFG. CO., INC., 40 W. 25 ST., NEW YORK



The Spaghetti House on Old Compton Street in the famous Soho district of London is a British restaurant and has put two signs up to tell the British eating public so.

LONDON CLOSES ITALIAN RESTAURANTS

Throughout England, but especially in Soho, garlic-garnished Italian district of London, news of Italy's entry into the war got the British dander up. Italian waiters and restaurant owners of London, residents for many years, were hard hit as British patrons boycotted the restaurants, compelled many to close.

As a precaution British firms and restaurants with Italian names (below) or Italian bills of fare (above) put up signs to show just where their sympathies lay. Importers of Italian vermouth hauled down signs with the word "Italian" and neutral proprietors, sandwiched between Italian shops, found their best passport to safety was to announce: "This Shop Is Swiss-Owned."



Quaglino's, famous restaurant (now reported closed), advertised: "This Restaurant & Hotel Is Owned By A British Company Having Over 1,000 British Shareholders."

"Grade B health a frequent cause of unhappiness in the home"—says noted psychologist

David Seabury, consulting psychologist, widely known writer and lecturer on psychological problems, says: "Few people, perhaps, realize how largely what is called 'a good disposition' depends on nerves and digestion. Grade B Health, with its burden of physical discomfort, is responsible for much of the friction and nervous irritability that so often destroy the harmony of family life."



David Seabury

IS GRADE B HEALTH UPSETTING YOUR HOME?



EXHAUSTED
NERVES

FATIGUE,
HEADACHES

A TIRED-OUT mother often means an unhappy child



To help win charm
and happiness—fight
Grade B Health with
Fleischmann's Yeast

Learn the common cause of Grade B health—and get away from it!

Grade B Health is not a disease. It's not even an illness in the common sense. But it can cause more misery, more failure in life, than many an acute malady.

Three things—in fact, any one of them—often go with Grade B Health. These are Sluggish Digestion, Incomplete Elimination and Exhausted Nerves. They can give you headaches, stomach upsets, irritability, chronic tiredness . . . make you both look and feel *down*.

To help get out of this condition, hundreds of thousands of people today are turning to Fleischmann's fresh Yeast, because in addition to being a great natural food, it is one of the world's greatest sources of the Vitamin B Complex.

Fleischmann's Yeast, in test cases, so improved the flow of sluggish digestive juices that the speed of digestion was very greatly increased.

Fleischmann's Yeast, eaten regularly, helps to increase the activity of sluggish intestines. It is not a cathartic, but a mild conditioner.

Fleischmann's Yeast—rich in the Nerve Vitamin B₁—helps restore nerves exhausted by lack of this vitamin.

Today, in this country, thousands of men and women who used to be nervous, irritable, chronically tired have been helped back to more vigorous, happy living, simply by adding this fresh yeast to their diet. We have their letters in our files. You, too, should benefit by eating Fleischmann's Yeast regularly. Get it from your grocer.

How to get the full benefits of Fleischmann's Yeast

1. Eat 2 cakes a day, plain, or in milk or water.
2. Eat it first thing in the morning and half an hour before supper.

Fleischmann's fresh Yeast should be eaten as regularly as bread, to get its full, lasting benefits. It has something your system needs and should have every day.

Fleischmann's Yeast is a remarkable natural storehouse—one of the greatest known—of all the parts of the amazing Vitamin B Complex, made up of perhaps as many as 10 different B vitamins.



Copyright, 1946, Standard Brands Incorporated

The war

THE WAR WE SO THANKFULLY CONSIGNED to history—the World War we wrapped in old newspapers and laid away for posterity to look back on—suddenly has come very much alive!

In the past few weeks, America has waked up to realize that what we thought was the closed book of 1914-18 has turned out to be nothing but the first chapter . . .

The World War did not end.

Today we again find ourselves living in the shadow of war. And everyone of us is realizing how irrevocably this present crisis is linked with that war we tried so hard to forget.

What was America like in 1914-18? What were the tremendous forces that welded this easygoing country into an incredibly powerful whole? Why did America go to war?

And what happened after the war? Why do we stand today at Armageddon?

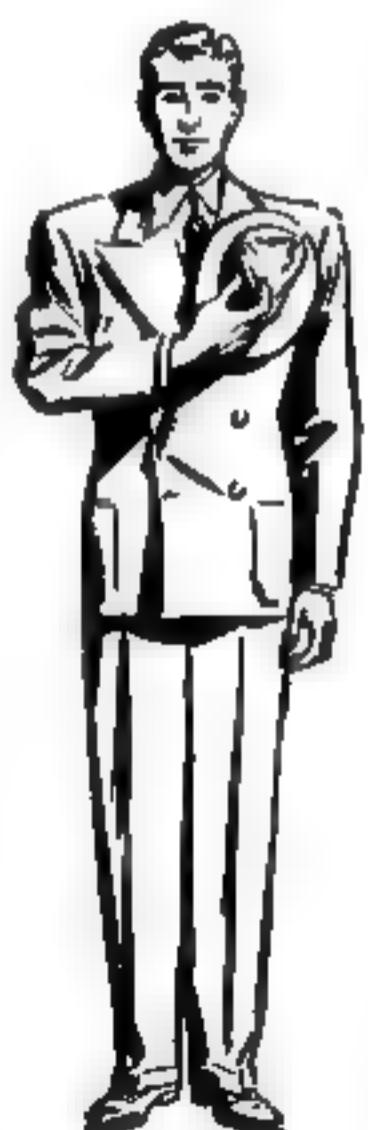
A year and a half ago, the Editors of LIFE and TIME and THE MARCH OF TIME undertook to bring back the America of 1914-18 to Americans of this day and age, letting

present generations relive that time *as it really was*—not as it has been portrayed and interpreted and often ridiculed. And the result of this 18-month-long effort to resurrect the past and relate it to the present is a new full-length motion picture. It is a most unusual one.

- It has characters and a story . . .
- Its story uses a cast of more than 1,400 to recapture the impact of those pregnant days

"THE Ramparts"

A NEW KIND OF MOTION PICTURE



we tried to forget

and events upon a single community which might be any city or town in America . . .

► It has historic pictures of real people actually doing the things we have so often read about—Wilson, Von Bernstorff, Pershing, Teddy Roosevelt, young Herbert Hoover in Belgium, young Franklin Roosevelt at the front, the drawing of the draft pellets, the awkward drill of the first rookies at Plattsburg . . .

► And it has *you* in it—you in your own town with your own friends and neighbors, as you were then or *as you would have been!*

This new kind of motion picture will be called "THE RAMPARTS WE WATCH."

• • •

It seems singularly appropriate that this picture should have been completed just at this time when everyone, old and young, is talking once more of American unity and Amer-

ican armament and the responsibilities of democracy.

The Editors feel that all men and women and boys and girls who read LIFE or TIME will want to see "THE RAMPARTS WE WATCH" when it comes to their community. And we hope that from it they may gather something—perhaps much—that shall strengthen and sustain their convictions, their faith, and their hopes during the perilous and trying days ahead.

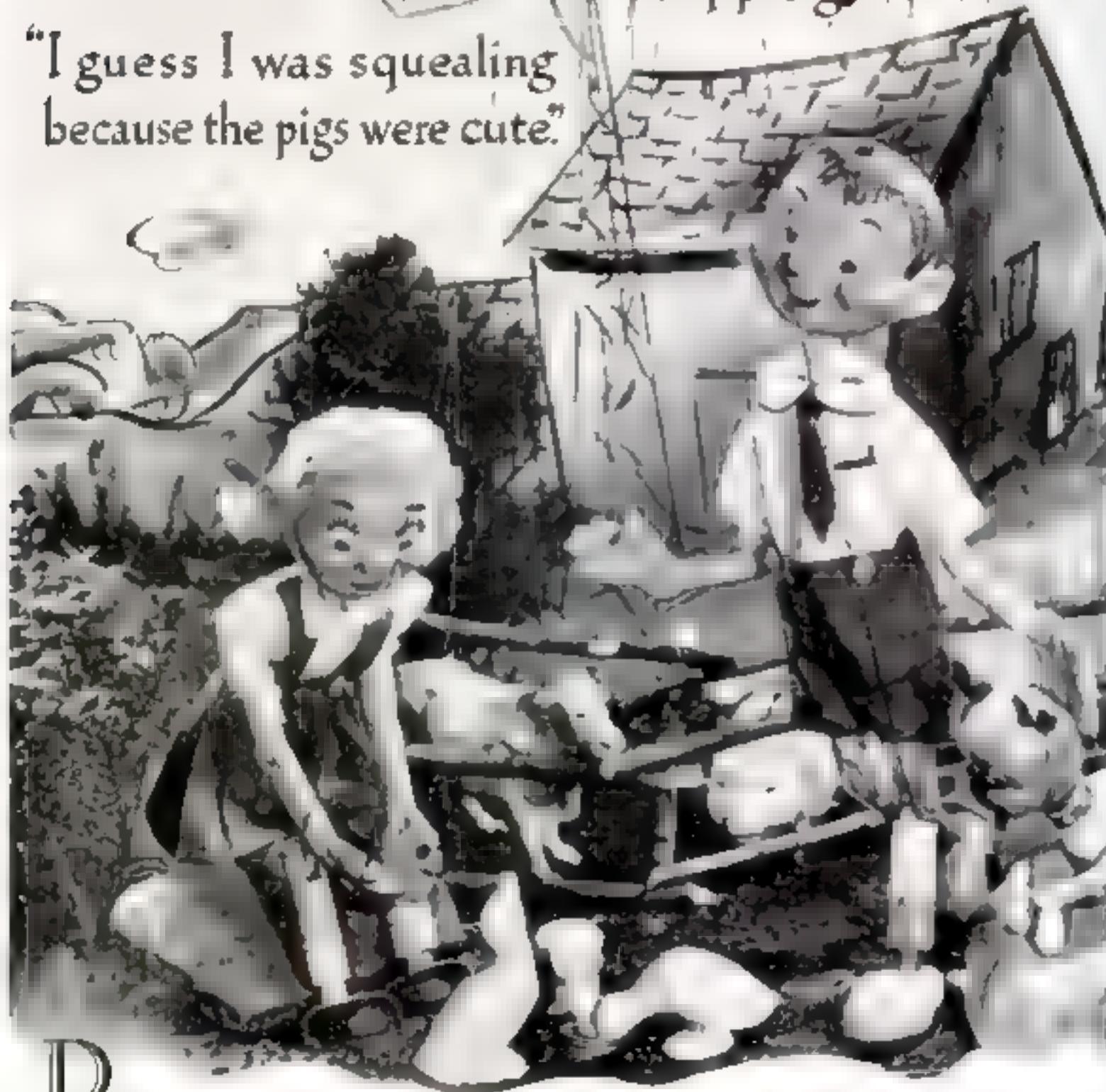
We Watch"

PRODUCED BY THE STAFF OF THE MARCH OF TIME

"Farming's fun, isn't it, Jimmy? I'm so glad we drove down for the fourth."

"You didn't act very glad when those pigs ran across the road. Didn't you know that I drive on fast-stopping tires?"

"I guess I was squealing because the pigs were cute."



PIGS in traffic aren't very cute, Lily May. Of course, Jimmy wasn't worried about hitting them. He rides on fast-stopping U. S. Royal Master tires. His tire money buys freedom from worry while driving. He knows he can stop in a hurry. He enjoys driving because his tires give him blowout protection and skid control. They give him a lot of mileage. Naturally, users of U. S. Royal Masters come back for more of same when they need new tires.

U.S.
ROYAL
MASTER



UNITED STATES TIRES
ARE GOOD TIRES

Copyright, 1940, United States Rubber Company

UNITED STATES RUBBER COMPANY

U. S. Tire Dealers Corporation • Rockefeller Center, New York • In Canada: Dominion Rubber Co.



SKID CONTROL

Hundreds of sharp rubber edges bite through slippery film to grip the road the instant brakes are applied, and stop you quacker, straighter.

BLOWOUT PROTECTION

Every ply is a safety ply—each cord in every ply is saturated with pure latex. Thus Safety Bonding is a costly process to assure the greatest safety from blowouts.

LONGER SAFE MILEAGE

Deeper non-skid tread of Tempered Rubber gives more mileage. Runs quiet on all kinds of roads, cleans itself of small stones. Steers easier.



NAZI POSTER SMUGGLED OUT OF GERMANY SAYS "U S A" IS IMPUDENT

OFFICIAL GERMAN POSTER REVEALS WHAT NAZIS THINK ABOUT AMERICA

This official German poster smuggled out of Germany speaks for itself. Against a background of orange-red stripes, resembling the American flag, it displays the letters "U S A" as the initials of three German words. UNVERSCHÄMT means impudent, SCHAMLOS means shameless, ALBERN means foolish. Das Schwarze Korps is the weekly organ of the *Schutzstaffel* or black-shirted elite guard of the Nazi Party. The poster was printed by the Eher-Verlag, a publishing house owned by Hitler personally, which also prints the Berlin daily newspaper *Volkischer Beobachter* and *März-Kampf*.

The fact that this poster was placed in copies of *Das Schwarze Korps* as long ago as January 1939 when Hitler was concerned with Czechoslovakia shows that the public expression of these Nazi sentiments toward America has nothing to do with the present war. German propaganda is turned on and off like water from a tap. This poster suddenly appeared, just as suddenly vanished.

CHAMPION AGAIN!



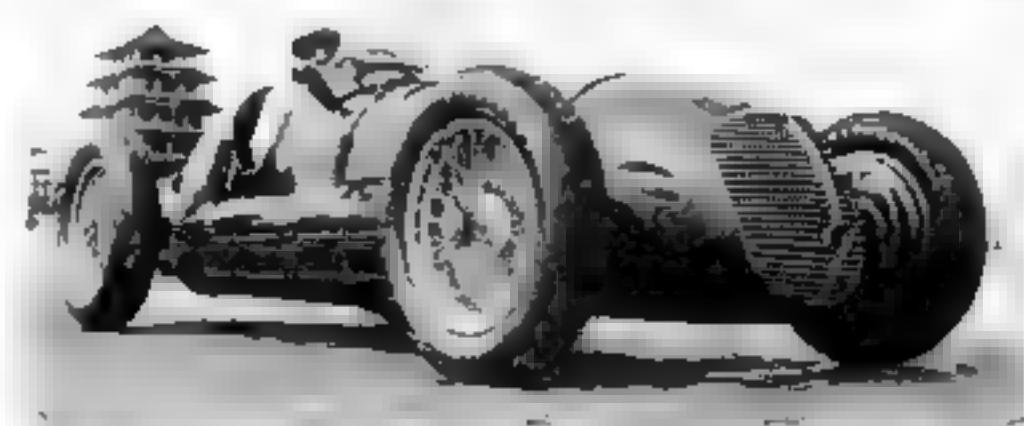
WILBUR SHAW, WINNER—9 OF FIRST 10 CARS TO FINISH—1940 INDIANAPOLIS 500-MILE RACE USED CHAMPION SPARK PLUGS

CHAMPION SPARK PLUGS once again proved that they make every engine a better performing engine, with a sweeping victory in the 1940 Indianapolis 500-Mile Race. This year, as for 17 years past, Champions have proved their right to a place in the engine of every motorist who values maximum performance and dependability.

Champion Spark Plugs progress with the times. That's why their record of supremacy in open competition is so outstanding. Today spark plugs more definitely determine the degree and quality of engine performance than ever before.

High speed, high-compression engines using highly developed anti-knock fuels, require spark plugs that are free from leakage, and practically immune to the ravages of the complex chemistry of modern combustion.

The combination of Champion's exclusive Sillimanite insulators and patented Silliment seal is the perfect answer to these problems. Insist on Champion Spark Plugs for your car. Have your spark plugs, regardless of make, tested and cleaned at regular intervals, and replace with new ones every 10,000 miles for maximum economy and dependability.



"Many thanks for the splendid performance of Champion Spark Plugs when I won the Indianapolis 500-Mile Race for the third time. The Champions functioned perfectly in my car throughout the entire race—never missed firing once."

Wilbur Shaw

U S E T H E S P A R K P L U G C H A M P I O N S U S E

Life goes to a Red Cross Meeting

Nassau County Chapter, one of New York's best and busiest, does more than its bit for Allies



NASSAU COUNTY HEADQUARTERS

Continuing its series on How to Help, LIFE calls this week on a chapter of the American Red Cross at Mineola, Long Island, N.Y. Of all the beneficent societies created by men of good will, none has a nobler record than the 76-year-old Red Cross, shield of the sick and wounded in war and peace. During World War I the American society, under Henry P. Davison, raised \$400,000,000. No sooner had World War II begun than it swung into action again. Now that France has been crushed, its load has increased tenfold.

In some ways the good works of the Red Cross shine back on its own supporters and staff. Human morale is always lifted by service to a high cause. Today the American Red Cross has 7,500,000 paying members and 3,714 chapters—in every U.S. county but two. Of these the New York chapter is the biggest, the most active. A model suburban chapter is the Nassau County unit, headed by Mrs. Henry P. Davison (*left*), widow of the former national chairman. Since September its 6,000 volunteer workers have sent 18,000 garments to refugees overseas. Since May they have raised \$90,000—more than double their county quota. Here you see them on duty, giving their time freely, unstintingly, to the loftiest of all causes—the cause of charity.



Checks arrive at chapter headquarters at the rate of 130 a day. A volunteer clerical staff records the contributions, acknowledges them, keeps the accounts.





Gauze is a basic raw material of every Red Cross unit. Here a volunteer worker prepares a dressing. Making bandages and clothes—not knitting—are the main duties of Red Cross volunteers.



Finished clothes are brought into the chapter house by members of the Garden City unit. Garments are first cut at county headquarters, then sent out to local units for stitching and finishing.



Champion cutter of the chapter is shown here using an automatic shearing machine on a boy's shirt. She works three hours a day, four days a week, averages 210 garments per session. During World War I cutting clothes, like destroying an army, was a considerably slower process.



Sewing-machine squads at local units stitch together the finished garments. This group is at work in the Locust Valley library. Below: the motor corps takes finished garments to a New Jersey warehouse to be stored for shipping to Europe. Woman at right wears a motor-corps uniform.





TRUE
MOCCASIN
OXFORD
(Six colors)

 **Kedsman**

2.50 AT THE BETTER STORES

UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

ARMY PILOTS... SUN-WISE CIVILIANS



Both wear
Cool AO CALOBAR Sun Glasses

On the ground you'll never encounter the terrific sun-dazzle and heat our Army pilots find five thousand feet up. But your eyes will thank you if you follow U. S. Army Air Corps specification - "CALOBAR, or equivalent" - when you buy sun glasses.

You get complete protection from the famous AO Cool-Calob-

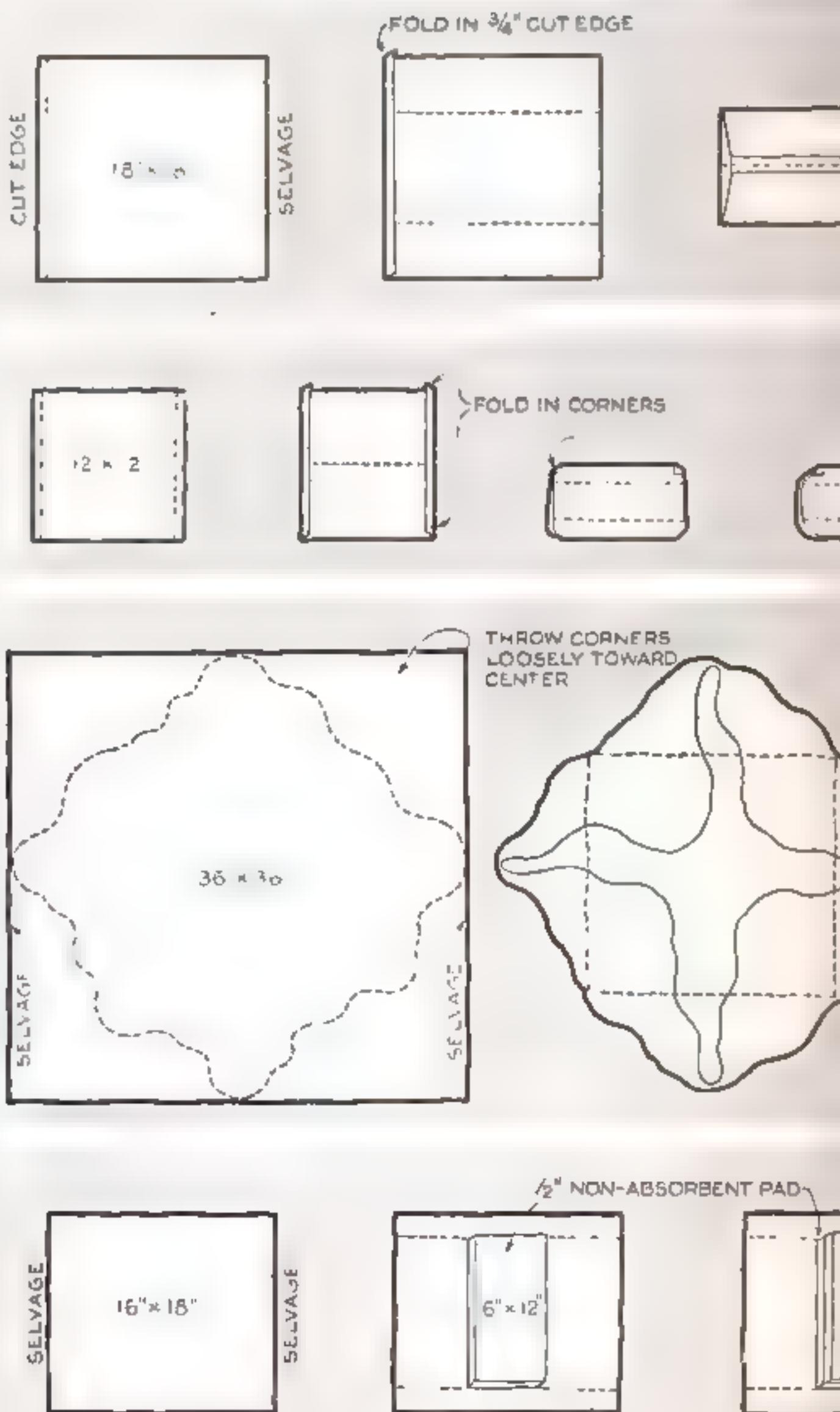
bar lenses. They are scientifically compounded to protect eyes from both the ultra-violet and the infra-red (heat) rays . . . unequalled for this ability and the way they show true colors! Sold near you in smart styles, at moderate prices. If you wear glasses, have AO Cool-Calobar lenses ground to your prescription.

AMERICAN OPTICAL COMPANY
SOUTHBRIIDGE, MASS. World's Largest Makers of Ophthalmic Products



A small gauze sponge, used for dressing and packing deep wounds, is rolled by workers in chapter house. The various steps are shown here in clockwise progression.

THESE DRAWINGS SHOW STEPS IN THE PREPARATION OF





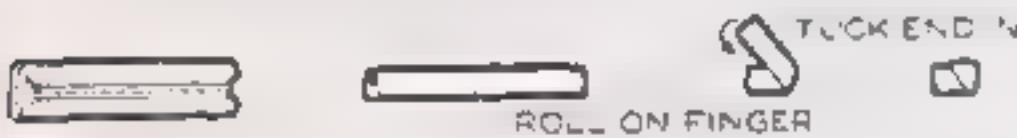
Six essential bandages the Red Cross worker must know how to make are shown here. They are: cut or pads (two sizes); gauze rods, gauze fluff, gauze sponges (two sizes).

STANDARD SURGICAL DRESSINGS OF AMERICAN RED CROSS

4" x 4" SPONGE

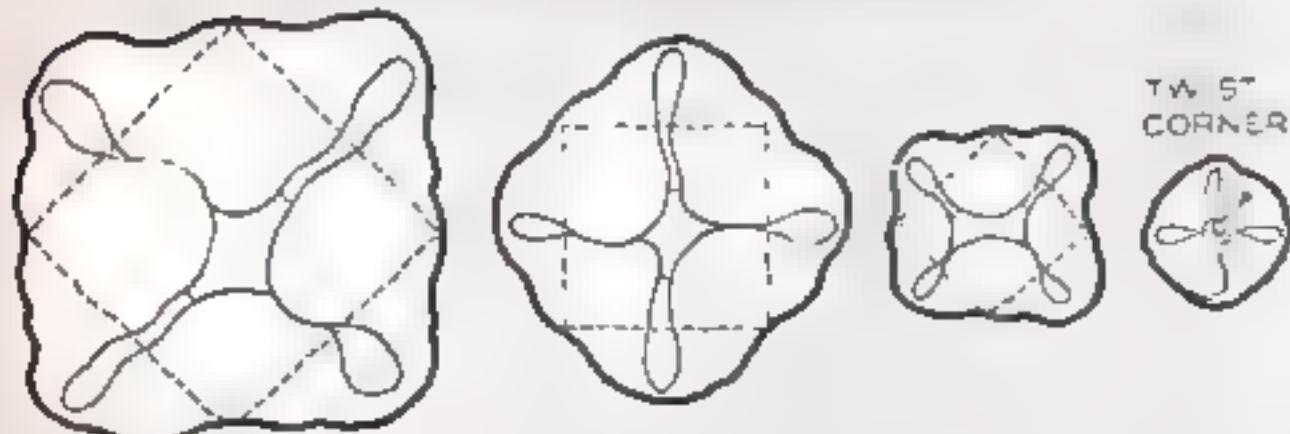


2" x 1½" SMALL SQUARE SPONGE



6" GAUZE FLUFF

KEEP VERY LOOSE AND FLUFFY
MUST BE ABLE TO SHAKE OUT "AS IS"



12" x 6" COTTON PAD



½" ABSORBENT PAD



FLIES and mosquitos are known carriers of disease germs which may be carried to your child and cause sickness or death. Protect your children from these dangers with DWIN, the delightfully fragrant way to kill insects. It contains no kerosene--will not spot, stain or injure food or fine fabrics. Actually, there is no substitute for DWIN--made for effectiveness and efficiency--not price--DWIN COSTS MORE but is WORTH IT!

DWIN fills a long felt want; kills insects in house and garden. AA Grade.



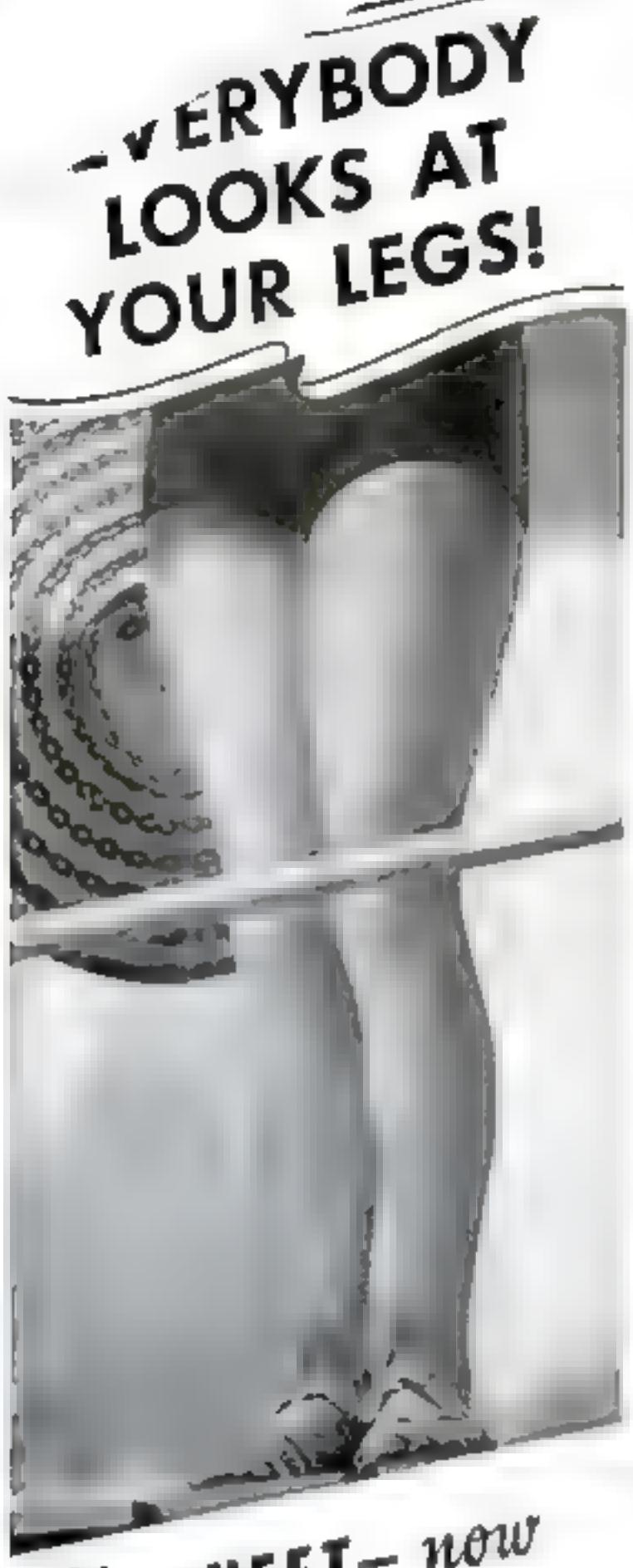
In the Green Can at grocery, drug, hardware and department stores. If your dealer cannot supply you write to:
Baldwin Laboratories, Inc.
Saxertown, Penn.

DWINAX FOR FLOORS

Brighten and polish your floors with DWINAX the delightfully fragrant self-polishing floor wax.

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Baldwin Lab., Inc.





Use NEET—now PLEASANTLY SCENTED

Eyes are on your legs...so give them glamour with the NEW Neet! Preferred for years by hundreds of thousands of women, this famous cream hair remover is now pleasantly scented! No disagreeable chemical odor. NEET is painless, and easy to use. Simply spread over unwanted hair...leave on ONLY four to five minutes...and rinse off with water. Ugly hair disappears...the skin on your underarms, forearms and legs is soft, and smooth!

Avoid Sharp Razor Stubble
Say good-bye to pointed, sharp-edged stubs of hair that feel unpleasant and may cause stocking runs. NEET also does away with the danger of cuts or razor-scraped skin. Help keep your arms and legs alluring with NEET! At drug and department stores. Generous trial size at all ten-cent stores.

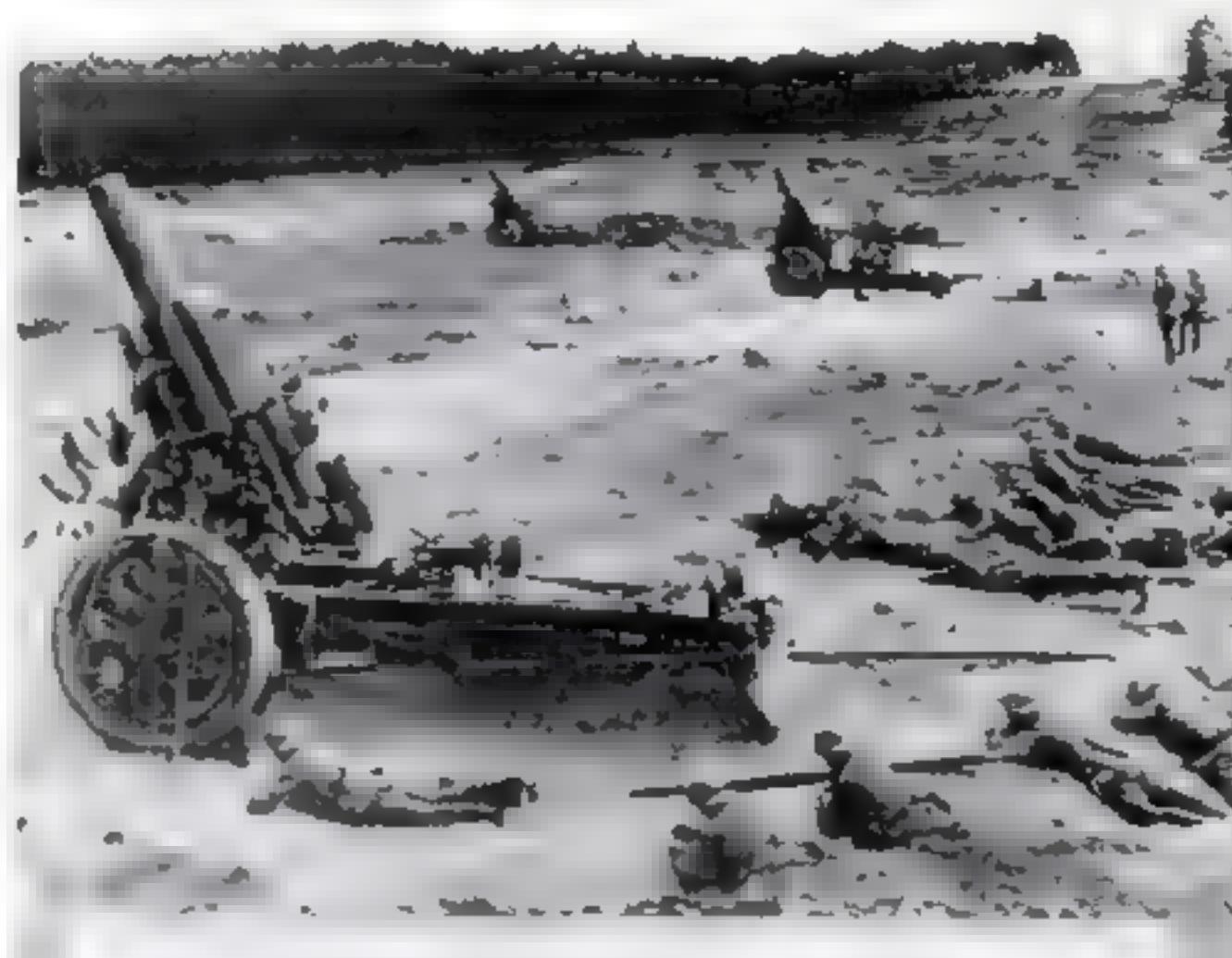
Just
Kiss Off Ugly Hair
GET NEET TODAY!

1

Why are we again living
in the shadow of war?
See pages 94-95 for an
important announcement.

The Editors, LIFE

PICTURES TO THE EDITORS



C909916...WATCH YOUR CREDIT...INTERNATIONAL NEWS PHOTO
SLUG (GERMANY-WARNS)

"BIG TALK" IN THE WESTERN FRONT

ON THE WESTERN FRONT...THREE GIANT NAZI HOWITZERS ARE SET TO "SPEAK TO THE ALLIES" SOMEWHERE IN THE WESTERN FRONT. BRANCHES OF TREES ARE USED TO CAMOUFLAGE THE TUNES. THEIR CREWS LIE FLAT ON THE GROUND TO AVOID BEING KILLED OFF THEIR FEET WHEN THE TUNES ARE DISCHARGED.
0-6-11-40-5/A5
PHOTO PASSED BY GERMAN CENSOR

REPEATING GUNS

Sirs

If you will thumb back to LIFE's issue of Aug. 28, 1939 you will see that the lead picture showed a battery of new German mortars which were soon used against the Poles (below). This picture was taken during German maneuvers last summer, was released by the German War Ministry and published for the first time in America in LIFE. Now it appears that the same picture, serviced in the U.S. by Interna-

tional News Photos, has again been sent out by the German Propaganda Ministry (above). Only this time the German censor intimates that this is an actual war picture on the French front. German censorship is obviously trying to pass off an old picture as a new one on the unsuspecting American public. This is no reflection on the picture agency concerned.

HORACE ANGELO
New York, N.Y.

LIFE



GERMANY UNCOVERS ITS
HEAVIEST ARTILLERY TO
COW NATIONALIST POLES

1



STYLES CHANGE

• When Sani-Flush was introduced, 28 years ago, dresses hung low, and hair was piled high. This odorless chemical compound freed women of a disagreeable task. It took all the work and muss out of cleaning toilets.

But...



• Although many things have changed, Sani-Flush has not. It is still the easiest and best known way to keep toilets clean and sanitary. Use it twice a week. Cannot injure plumbing connections. (Also effective for cleaning out automobile radiators.) See directions on the can. Sold by grocery, drug, hardware and 5-and-10c stores, 10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.

Sani-Flush CLEANS TOILET BOWLS WITHOUT SCOURING



FINEST QUALITY, RIGIDLY MAINTAINED—AMAZING LOW PRICE!
TRY THEM AT OUR RISK!

GUARANTEED BY
THE MARLIN FIREARMS CO.,
NEW HAVEN, CONN.

ATHLETE'S FOOT

Look between your toes. If they itch, or if the skin is red, raw or cracked—it may be Athlete's Foot. Treat it at once with Dr. Scholl's SOLVEX. Relievesitching; kills fungi of this disease upon contact; helps restore skin to normal. Liquid or Ointment, 50¢ at all Drug, Shoe and Dept. Stores.



Dr. Scholl's SOLVEX



BANG!

Sirs:

On Memorial Day a squad of Sons of Union Veterans fired a salute in memory to the dead in the Harrisburg Cemetery. Everything went well, except that the rifleman standing in the left foreground of

this picture didn't seem to like the sound of gunfire. Judging from his facial expression it was too bad that he couldn't put his hands over his ears.

GEORGE K. KEET JR.

Evening News
Harrisburg, Pa.



JAPANESE BASEBALL

Sirs:

A friend in Yokohama recently took this informal shot of Japanese boys playing baseball, one of their favorite sports. The boy who was catcher (right) appar-

ently solved the problem of taking care of his baby brother and at the same time having his afternoon fun by playing baseball with the baby fastened to his back.

M. C. COOKE JR.
New York, N. Y.

RUNAWAY FROM A ROOF GARDEN!



"Joan, please do it!" we begged. "It's our one chance of getting back to this wonderful place!" We'd scraped and planned for one swell evening at the Roof Garden, and if Joan and Jimmy could just win the "Dancing Hour" contest we'd all be invited to come again—as guests! "Please, Joany—" I urged. "You and Jimmy are the best dancers." But what did Joan do but get up and run away!



"This is no time for stage fright!" I said when I found her in the dressing room. Then Joan told me her woes. "Crazy girl!" I ranted. "Why worry about chafing? Haven't you heard of Modess?" I dropped a nickel in the Modess vending machine. "Modess is softer," I explained. "It's made of fluff, not papery folds!"



Well, Joany was on her toes when contest time rolled around. And were we thrilled to pieces when she and Jimmy won first place! Joan was excited, too. "But listen—" she whispered to me later: "the big thrill of this evening for me was discovering Modess! Such wonderful comfort! Fluff makes a difference all right!"

Get curious! Get comfortable!



FLUFF IS SOFTER—MODESS IS MADE OF FLUFF INSTEAD OF PAPER FOLDS

Compare a "layer-type" napkin with Modess. See . . . feel . . . the difference between fluff and close-packed, papery folds. Fluff makes Modess a miracle of comfort! And a moisture-resistant backing makes Modess safer, too!



Get the New Miracle Modess



Take the downy-soft filler of fluff from a Modess pad. Press this fluff . . . notice how it yields. That's why Modess moulds to the body so smoothly without bulk or bunching . . . why it stays flat where you want flatness!

HOUSEWORK WOULD BE HEAVEN



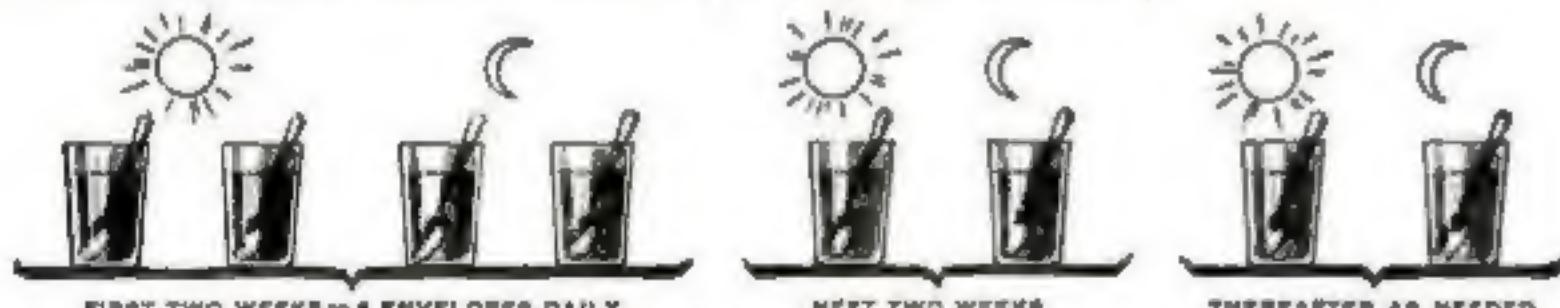
SOMETIMES CUSTOMERS are cranky. Or "sales" turn into a madhouse. Or legs begin to ache from standing. These things all make salesgirls tired. Twelve girls selling in busy metropolitan stores volunteered to drink Knox Gelatine for 28 days. Here are the results from this certified test made by a qualified research organization.



8 SAY KNOX WORKS! 8 of the 12 salesgirls drank Knox for 28 days. Every one of the 8 reported that she was benefited! 2 of them said they got a very notable increase in energy from drinking Knox. They were *decidedly* less tired.



9 OUT OF 10 TESTED LESS TIRED! That's the record Knox piled up...in tests of hundreds of men and women who type, drive trucks, keep house, model, deliver mail, and so forth. 9 out of 10 men and women, in widely varied types of work, have reported that drinking Knox Gelatine put the brakes on tiredness. In addition, 12 doctors tested Knox for tiredness. Of the 9 completing the 28-day test, 7 detected a perceptible difference in prolonging their energy!



TIRED? DRINK KNOX! Try building up your endurance this simple way. First 2 weeks: drink 4 envelopes of Knox daily...two in morning, two at night. Second 2 weeks: drink 2 envelopes...one in morning, one at night. After that, drink as required.

THE SECRET is to drink Knox Gelatine regularly. And don't forget. Cost? Little more than a pack of cigarettes a day.

BE SURE to drink plain, unflavored Knox Gelatine (U.S.P.)...the same gelatine used for over 50 years for desserts and salads. Knox is the only gelatine used in these tests to prove increased endurance. Sealed in sanitary envelopes, protected until you use them.

BUY KNOX' regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write Knox. Also send for Bulletin E. Knox Gelatine, Johnstown, N. Y., Dept. 71.

HOW TO DRINK KNOX: Empty 1 envelope (4 pkg.) Knox Gelatine in glass $\frac{1}{2}$ full of water or of fruit juice, not iced. Let the liquid absorb the gelatine. Stir briskly. Drink Knox immediately. If it thickens, stir it again.

BEAT TIREDNESS! DRINK KNOX GELATINE

PICTURES TO THE EDITORS (continued)



"THE BARON"

Sir:

Last week when the Hamid-Morton Circus was in town I took some pictures of the circus midget inside an "oomph-a-tuba." This diminutive showman is introduced to the public as Baron Richard Nowak.

His sister Emma, who is normal size, came with him from Prague, Czechoslovakia. She told me that the "Baron" is 19, stands 21 in. high and weighs 17 lb. When I held him in my hand he gazed apprehensively at the ground and warned, "If I fall I'll probably break into little pieces."

JOHN PHILLIPS
Trenton, N. J.



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Your TASTE, too, has changed!



FIREWORKS AND FURY... 1890

Years ago, the glorious Fourth was more than a pleasant holiday. It was practically an ordeal by fire.

People used to work furiously all day to see how close they could come to blowing themselves sky-high—without actually making an ascension.

They made heavy work of a holiday then—and the whiskey that helped them celebrate was in perfect keeping with the times. Lusty, heavy-bodied, heady—it was still the *only* kind of bonded whiskey that old-time methods could produce.



HOLIDAY AT EASE... 1940

It's a little different, today.

We take things easier. We seem almost to have learned what holidays are for: rest, and light relaxation.

And *tastes*—as well as times—have changed. And that's why you'll like Signet. Our modern taste calls for a modern, light whiskey—and Signet is wonderfully light...wonderfully smooth and mellow!

Today, try Signet—the first bonded whiskey of its kind!

COPR. 1940
HIRAM WALKER & SONS INC.
PEORIA ILL.

Delightfully light... because
It's Aged in AGED Wood

This whiskey is
4 YEARS OLD
100 proof

Hiram Walker's Signet

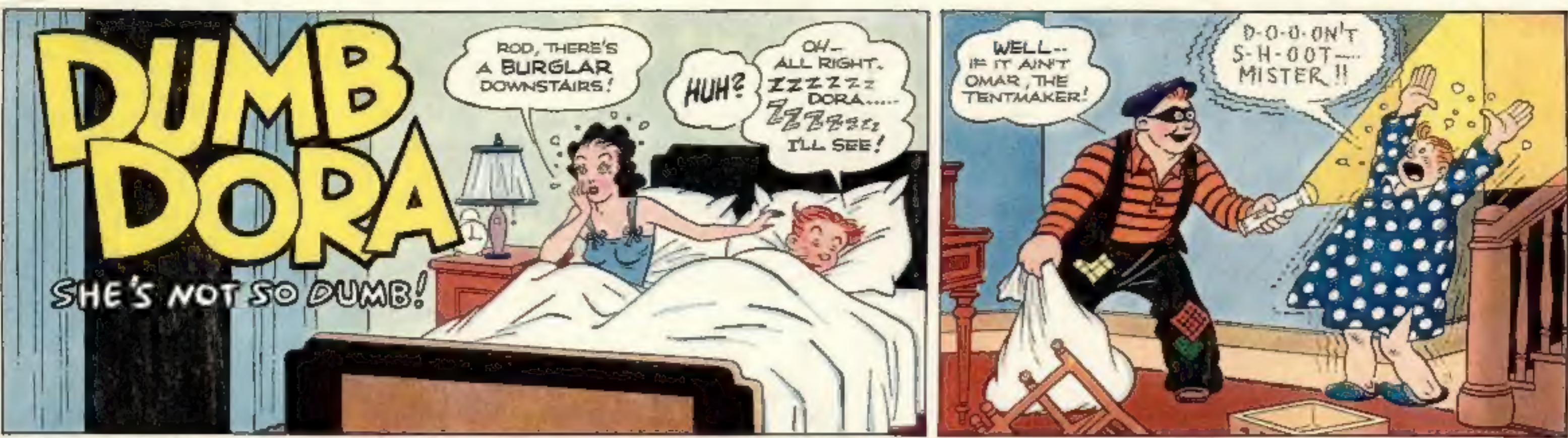
First Bonded Whiskey of its kind

WHAT AGED IN AGED WOOD MEANS

SIGNET is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskies and rarest French brandies are also aged in casks that have been thus pre-mellowed.

HIRAM WALKER





Copy. 1939, King Features Syndicate, Inc.

Flavor process U. S. patent
No. 2098044

